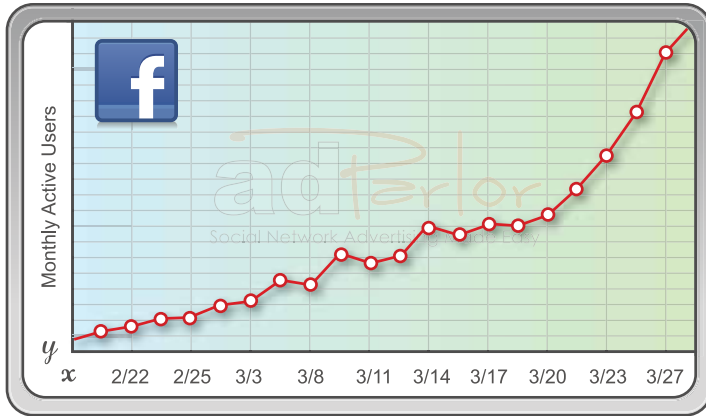


## AdParlor will drive quality installs to your application



*"AdParlor is a top premier partner in application growth, driving millions of users to our facebook apps"*  
**John Marsland, Acquisition Manager**



*"PHD Network has had remarkable success promoting branded facebook applications with AdParlor."*  
**Kasia Kozłowska, Media Planner**



### Why Cost / Install with AdParlor?

AdParlor has developed relationships with hundreds of application developers across facebook. By leveraging this exclusive network, we are able to promote your application to thousands of active 'application users'. You only pay for installs which we bring you .

#### **We bring you relevant users**

Our ad server will learn where your ad is performing and bring you more of those users. Let's say you have a casual Tic Tac Toe application - our ad server will recognize that users who play Bingo and Mahjong, also like to play your casual game. Your ad will get served more often on Bingo and Mahjong applications, bringing you **engaging** Tic Tac Toe players!

#### **We bring experience in the industry**

Having been one of the pioneers of the cost per install model for facebook applications, we have worked with virtually every major player in the space, and have pushed out **over 10,000,000 installs!** We have experience delivering excellent results across multiple genres and variations of facebook applications.

#### **We bring more than you would expect**

Location-based targeting, Cost per install and engagement models, 24/7 support, real-time reporting...

It's all here, and more.



## How do we drive installs?

### Banner Installs

AdParlor displays banners for your application on thousands of other facebook apps within our network. Users click on the banner, 'Allow' your application, and proceed to engage with your app.

**Prime Countries** \$0.45

**Tier-2 Countries** \$0.35

**Tier-3 Countries** \$0.25

### Incentivized Installs

AdParlor displays a text ad for your application on our 'offer wall'. Users click on your ad, 'Allow' your application, and proceed to engage with your app. They are awarded virtual currency within the application they came from as a reward (i.e. "earn 10 Barn Buddy credits for installing the 'Scene It' facebook application")

**Prime Countries** \$0.30

**Tier-2 Countries** \$0.25

**Tier-3 Countries** \$0.15

### Facebook Ads Installs

With **official access to the facebook Ads API**, we have developed a tool that allows you to bid for installs at a fixed rate / install / country. We will then create hundreds of ads for you and automatically optimize to get you the most volume at that CPI rate. Please note that this is only available **for budgets in excess of \$10,000 USD**. Please contact us to learn more.

**Note on pricing:** Cost per install is a dynamic pricing model based on market conditions, click-through-rates, conversion rates, and many other factors. The rates above are the starting rates for an initial campaign on our network.

Prime Countries - United States, Canada, United Kingdom, Australia

Tier-2 Countries - Italy, Germany, Spain, France, New Zealand, Singapore, Hong Kong...

Tier-3 Countries - Brazil, Indonesia, Malaysia, Thailand, Egypt, Turkey...

## How do I get started?

1. Visit the advertisers control panel - <http://www.adparlor.com/users/advertiserpanel.aspx>
2. Create your advertisement - choosing CPA as the cost model
3. Click on [get CPA tracking code] and place pixel within your application
4. Fund your account via paypal, and instantly start growing your application!