

MATCHED

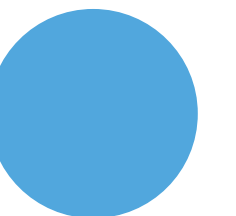
MATCHED
PROFILE

MAXIMIZE REVENUE & SHOW QUALITY



An advertising network that connects the right advertisers to the right publishers through programmatic advertising.

We support our publishers and advertisers to have a great user experience.



OUR TECHNOLOGY

We use machine learning tools to test your website and provide customized tips to improve your user's experience, which is the ultimate goal of all publishers.

BENEFITS OF THE INTELLIGENT TOOLS



Ad testing; changing ads locations automatically until having the highest eCPM.

Improving site speed and increasing dwell time by optimizing the user experience so that the bounce rate will be decreased.

Showing customized ads and ads locations based on the user preferences automatically.



HISTORY



Over the 5 last years

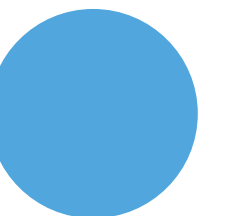
We have worked with over 10,000 publishers around the world. We have served over one trillion impressions.

PRESENT



Today

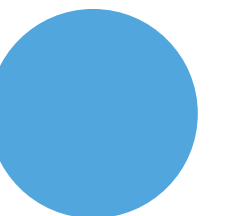
We are serving more than one billion impressions that our publishers have monthly .



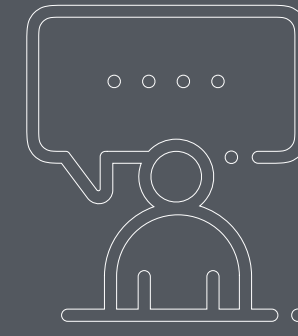


COMMON PUBLISHERS' PROBLEMS:

- Low publishers revenue.
- Complicated advertising platform.
 - Low-quality targeting for Arabic content.



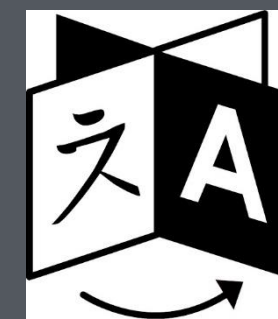
OUR SOLUTIONS



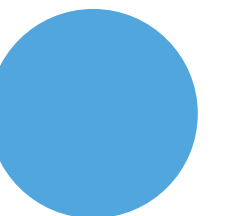
Up to 5 times increase in publishers' revenue



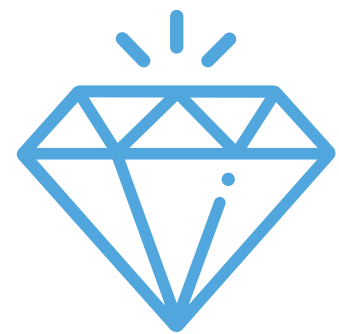
User-friendly platform.



Full Arabic targeting support.

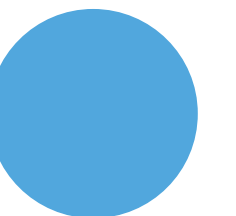


OUR TEAMS

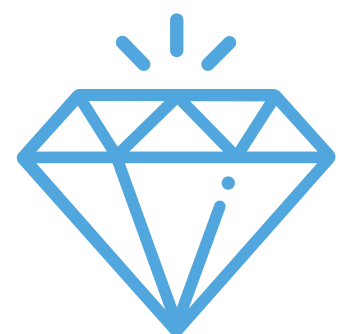


Multi-cultural team members from diversified backgrounds are bringing all together their skills and experiences to better serve all customers and get the job perfectly done.

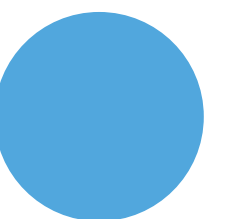
Areas of expertise are Ad-networks management, sales and operations execution.



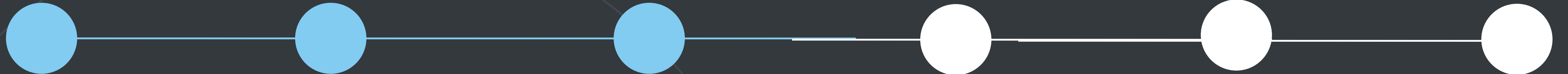
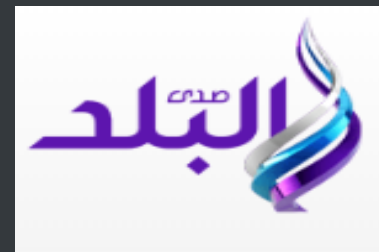
OUR TEAM MEMBERS ARE HELPFUL



In addition to our easy steps of joining **Matched Target** as a publisher, the publisher's website will be supervised by a professional manager, and both of them will keep in touch in case any improvements, adjustments, issues popped up.



SOME OF OUR CLIENTS



CASE STUDY

Revenue parameters of an Arabic contents website from AdSense.

All	6,499,951	3,668,501	22,068	\$0.12	\$0.22	84.14%	\$805..
<i>Average</i>	<i>1,624,987</i>	<i>917,125</i>	<i>5,517</i>	–	–	–	<i>\$201.39</i>
May 1 – 31, 2021	2,416,135	1,254,486	7,734	\$0.11	\$0.22	80.55%	\$270.95
Jun 1 – 30, 2021	2,232,157	1,201,027	6,893	\$0.11	\$0.20	78.79%	\$241.70
Jul 1 – 31, 2021	1,506,467	962,504	5,817	\$0.16	\$0.24	92.22%	\$234.51
Aug 1 – 31, 2021	345,192	250,484	1,624	\$0.17	\$0.23	96.87%	\$58.39

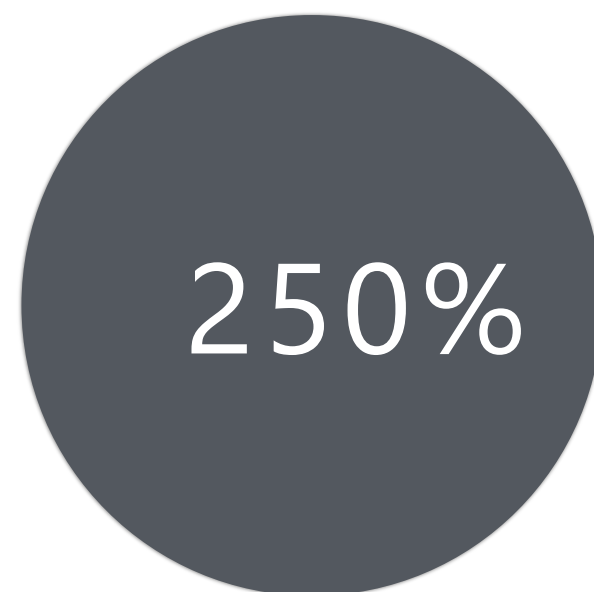
MATCHED REVENUE PARAMETERS OVER 9 MONTHS.

Name	Matched eCPM	Estimated revenue	Ad impressions
December 2020	\$0.28	\$75,931.56	235,047,305
January 2021	\$0.33	\$87,096.36	233,568,740
February 2021	\$0.33	\$80,067.41	216,685,403
March 2021	\$0.29	\$60,334.79	188,292,959
April 2021	\$0.31	\$48,331.35	142,422,162
May 2021	\$0.39	\$62,324.28	145,856,442
June 2021	\$0.30	\$48,621.53	142,710,256
July 2021	\$0.25	\$70,275.54	228,485,116
August 2021	\$0.19	\$57,506.66	244,783,505

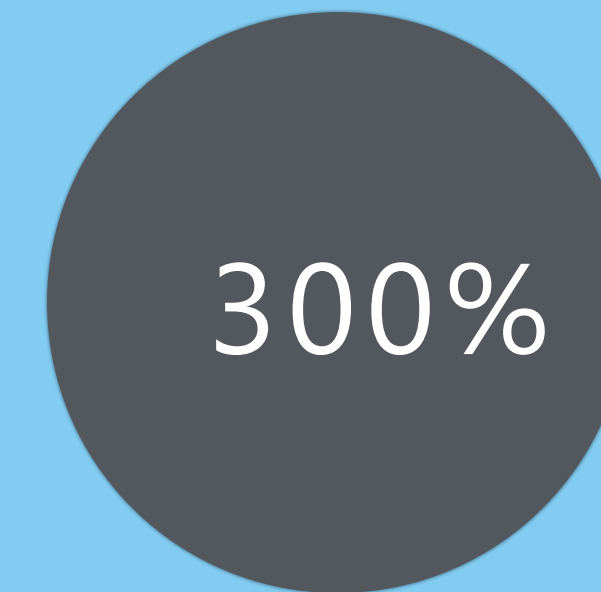
MAIN RESULTS



Switching from AdSense to Matched has increased the mentioned website eCPM by about



Working on the same website and optimizing it over 9 months have resulted in an increase of the eCPM by about






MATCHED

 +46735450144

 matchedtarget

 Stridsvagnsvägen 14, 291 39 Kristianstad, Sweden

 Matched.se

 matchedse

 info@matched.se

 matched

