

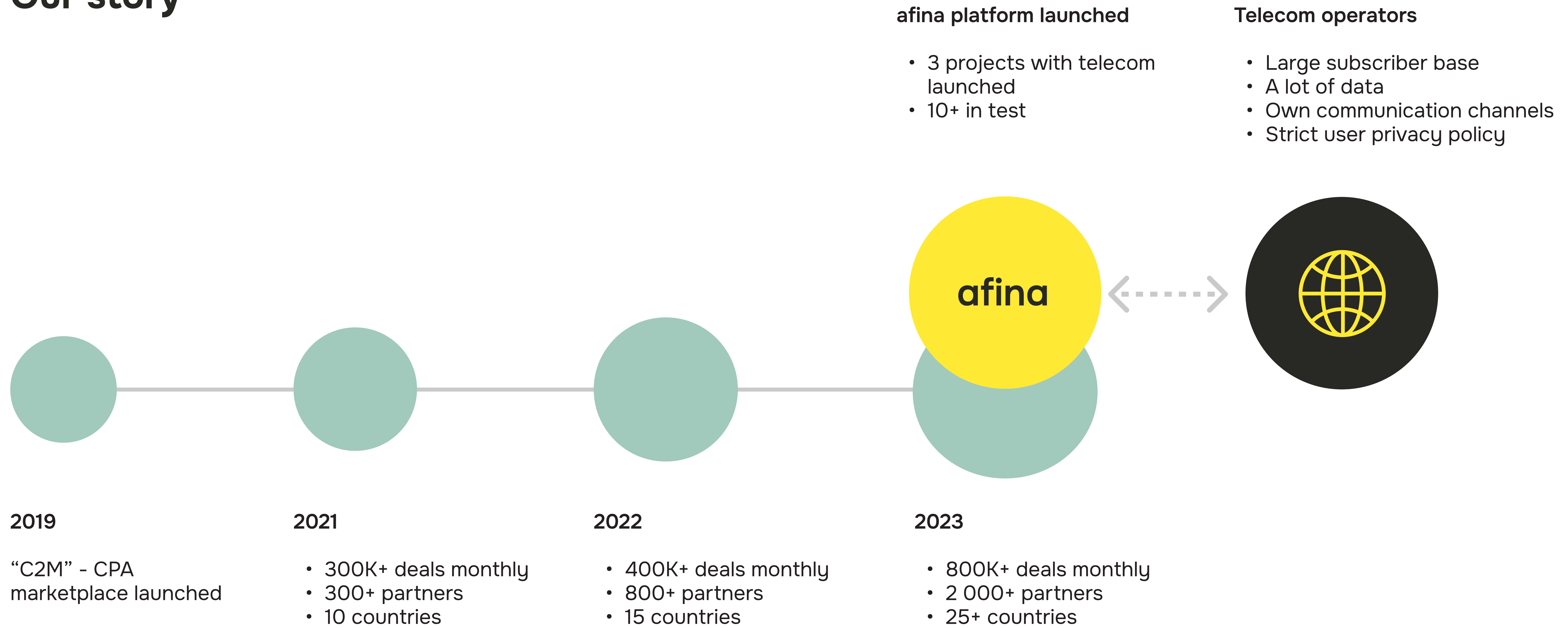
Data Monetization Platform



Meet afina

- **What do we mean by Data?** - Triggers about your subscribers' activity
- **How do we Monetize?** - We send targeted offers and get commission from advertisers (affiliate marketing)
- **What do we mean by Platform?** - A set of services and ML models that analyze triggers and performs targeting

Our story



afina implements CPA/CPL/CPS models



CPA (Cost Per Action) – performance marketing model where leads are only paid for when they make a desired action



CPL (Cost Per Lead) – performance marketing model where leads are paid for when they're qualified by advertiser

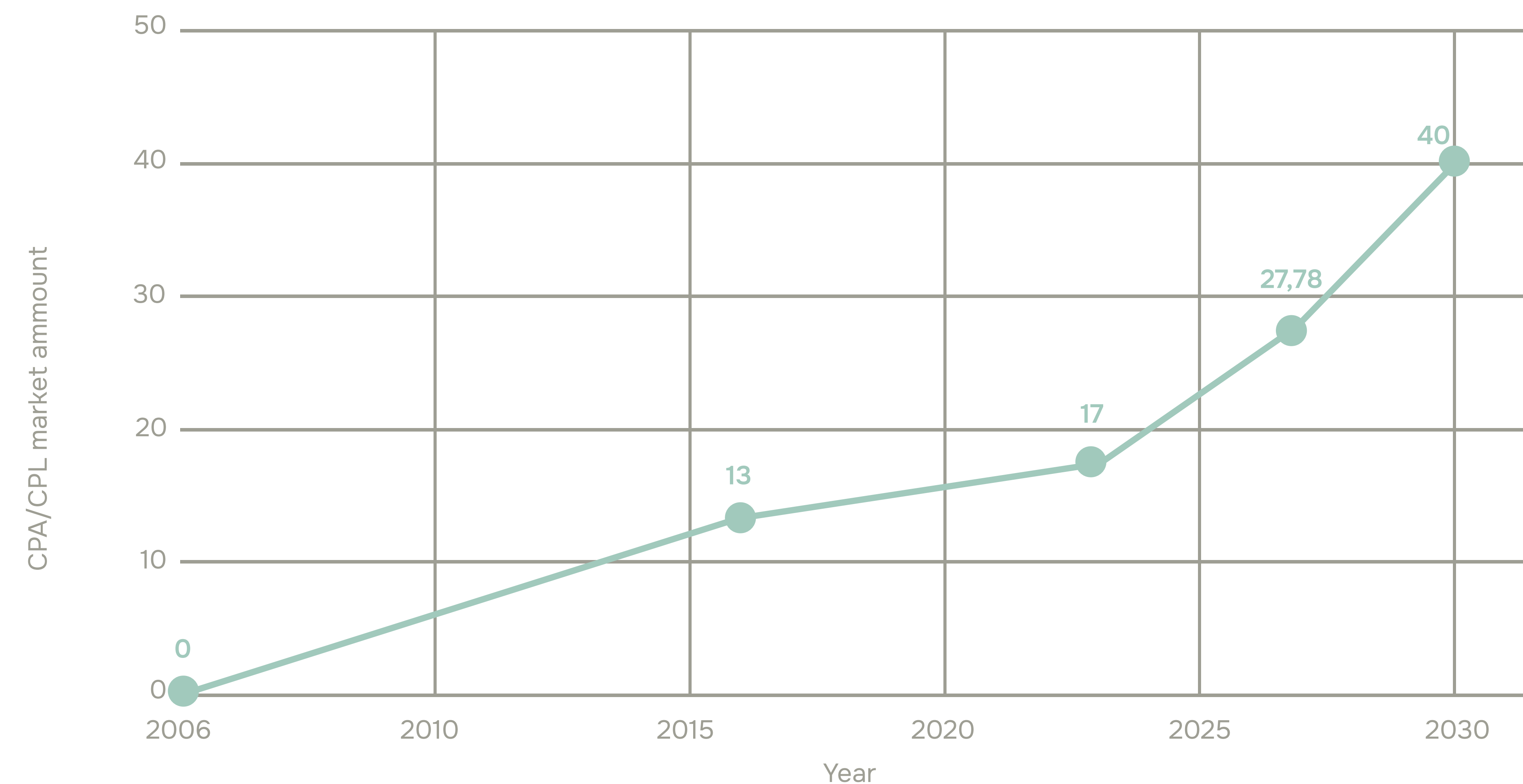


CPS (Cost Per Sale) – performance marketing model where leads are paid for when they make a purchase

Affiliate ad market overview*

From 0 in 2006 up to \$40 billion in 2030**

CPA/CPL market amount trend



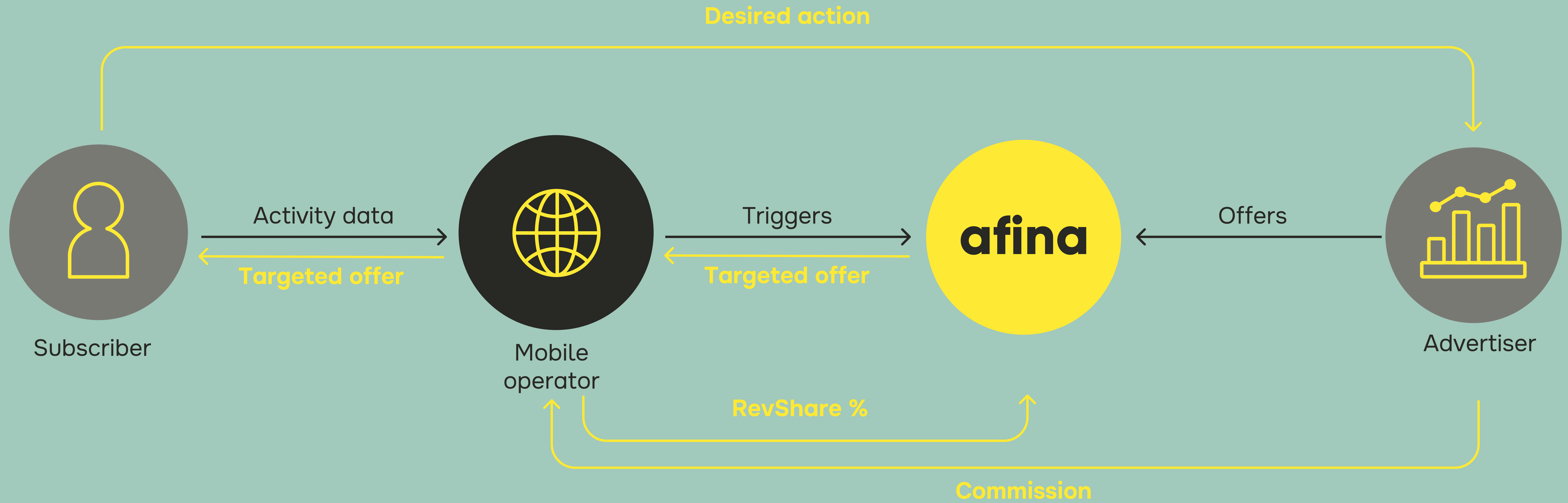
81% of brands worldwide
employ affiliate programs

Market makers:
Amazon, Meta, Google, eBay,
Rakuten, Impact, Walmart, L'Oréal,
booking.com, Coursera, etc.

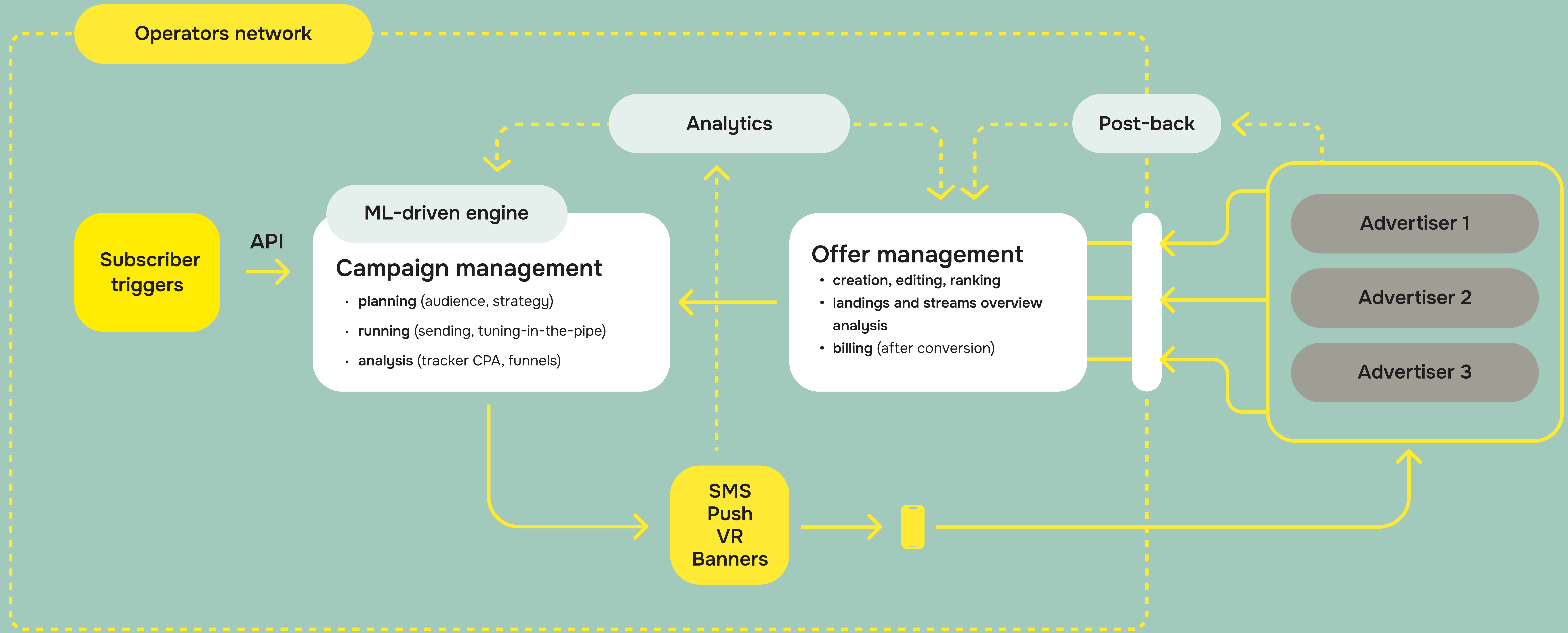
* Source 1

** Source 2

Our business model



How afina works

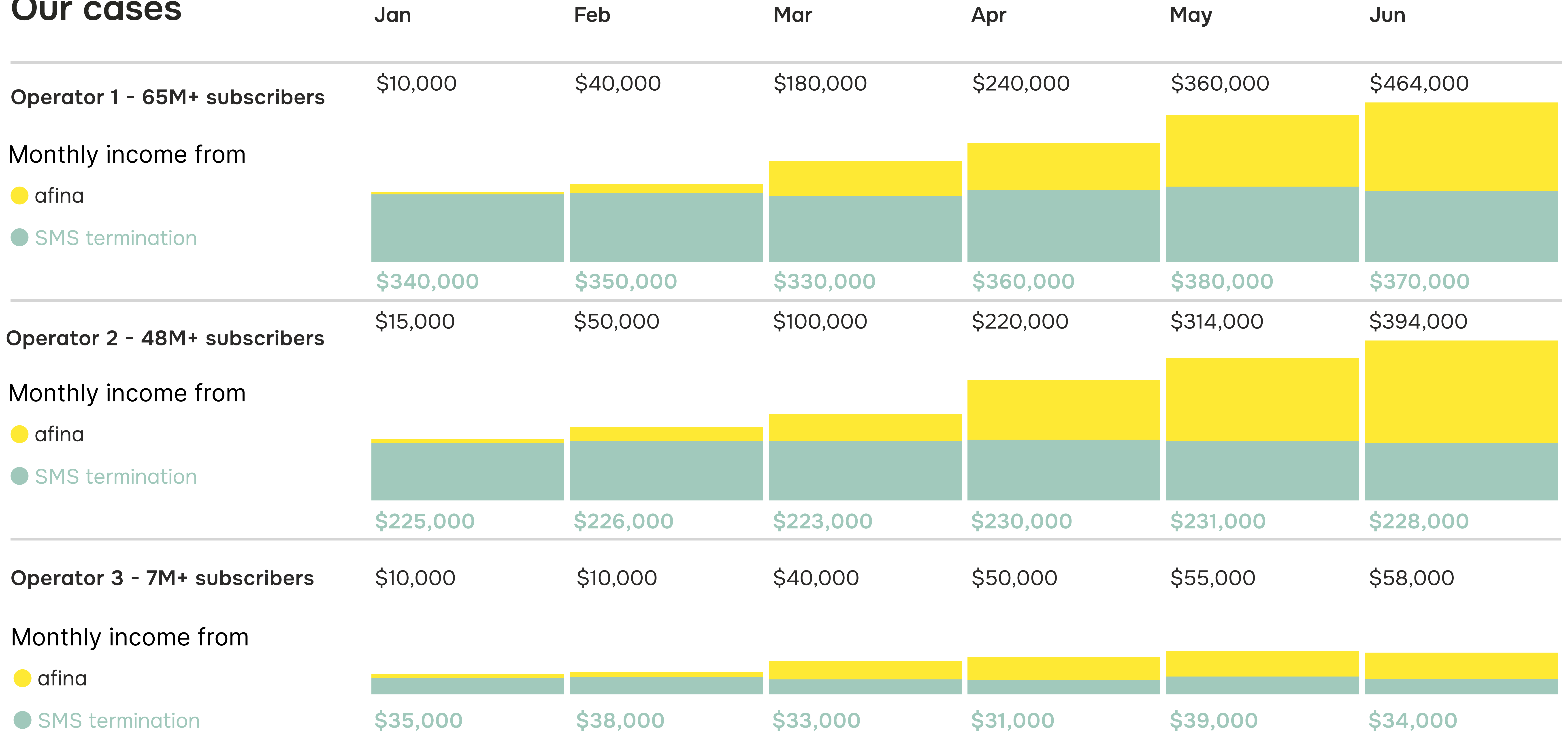


Our cutting-edge

Next Best ~~Offer~~ Client

afina provides the best audience for the particular promo, not vice versa

Our cases



FAQ

Is it legal?

Yes

- Any targeted advertising is sent only upon user's consent according to international or local laws
- The unsubscription option is always available

How long the integration will take?

Usually the integration process takes 1-3 months. The final period depends on the innar operator's processes

What is the effect on ARPU?

The average ARPU grows up to 3-5% monthly with the afina platform.

How do you use and secure the user's personal data?

The platform neither gets not stores any personal data. It uses impersonated ID to identify data.

Try us – here's the Pilot deal



From afina

- Installation - free of charge
- Setting up efforts 90% on our side
- Revenue sharing model



From operator

- Subscribers
- Triggers
- Transport

Thank you
for your attention!

www.afinadmp.com

Contact us: sales@afinadmp.com

