# Data Monetization Platform







# Meet afina

- subscribers' activity



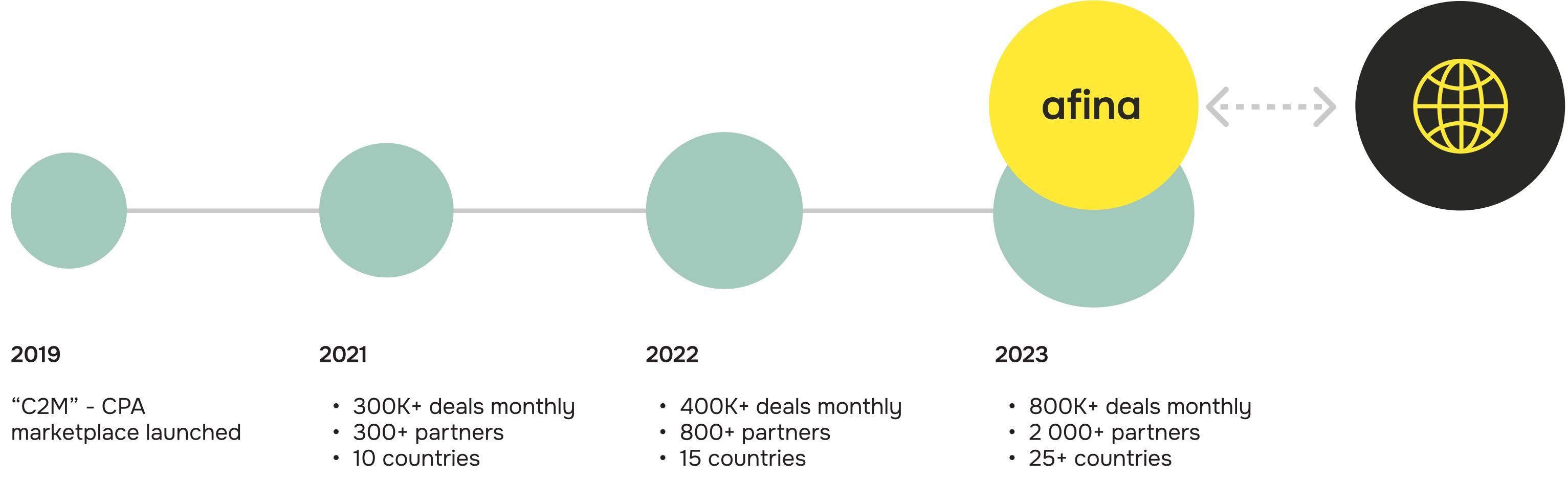
What do we mean by Data? - Triggers about your

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







- launched
- 10+ in test

### www.afinadmp.com

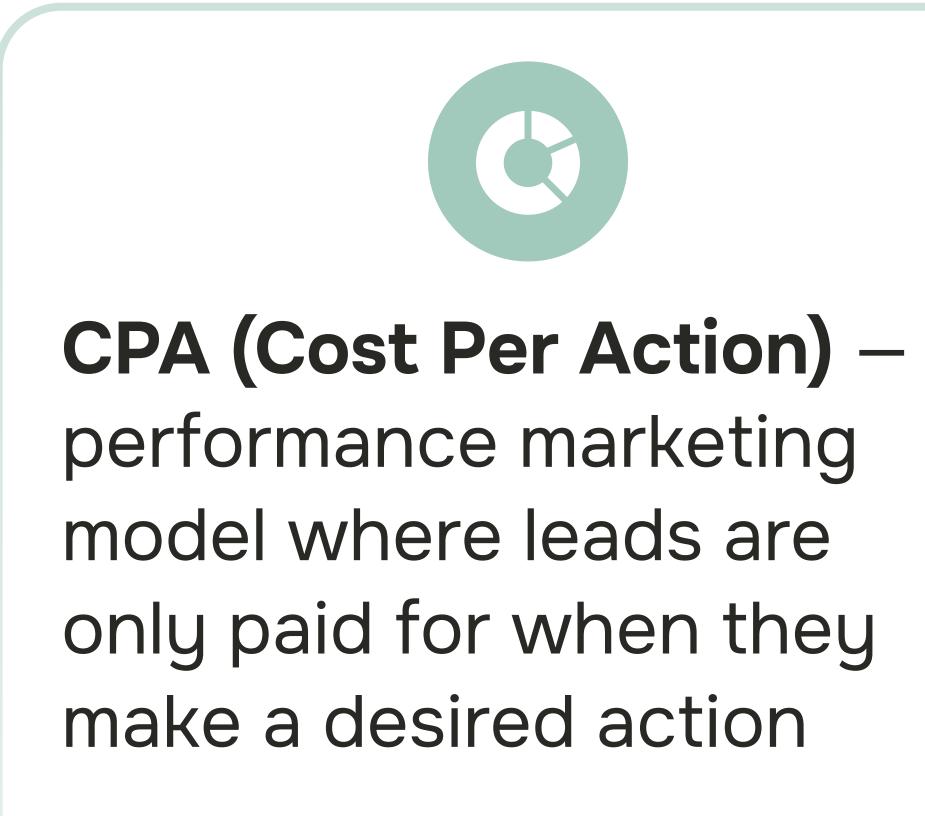
3 projects with telecom

### **Telecom operators**

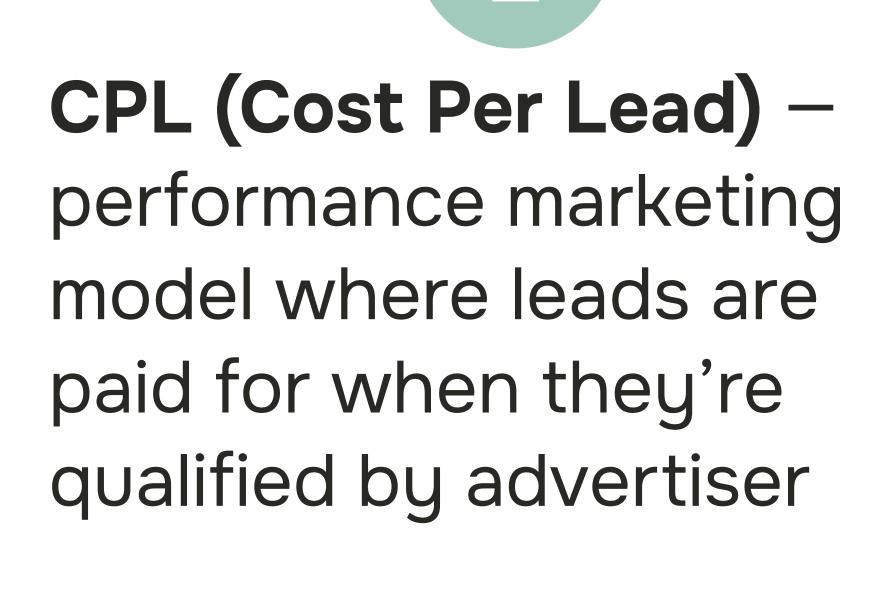
- Large subscriber base
- A lot of data
- Own communication channels
- Strict user privacy policy



# afina implements CPA/CPL/CPS models









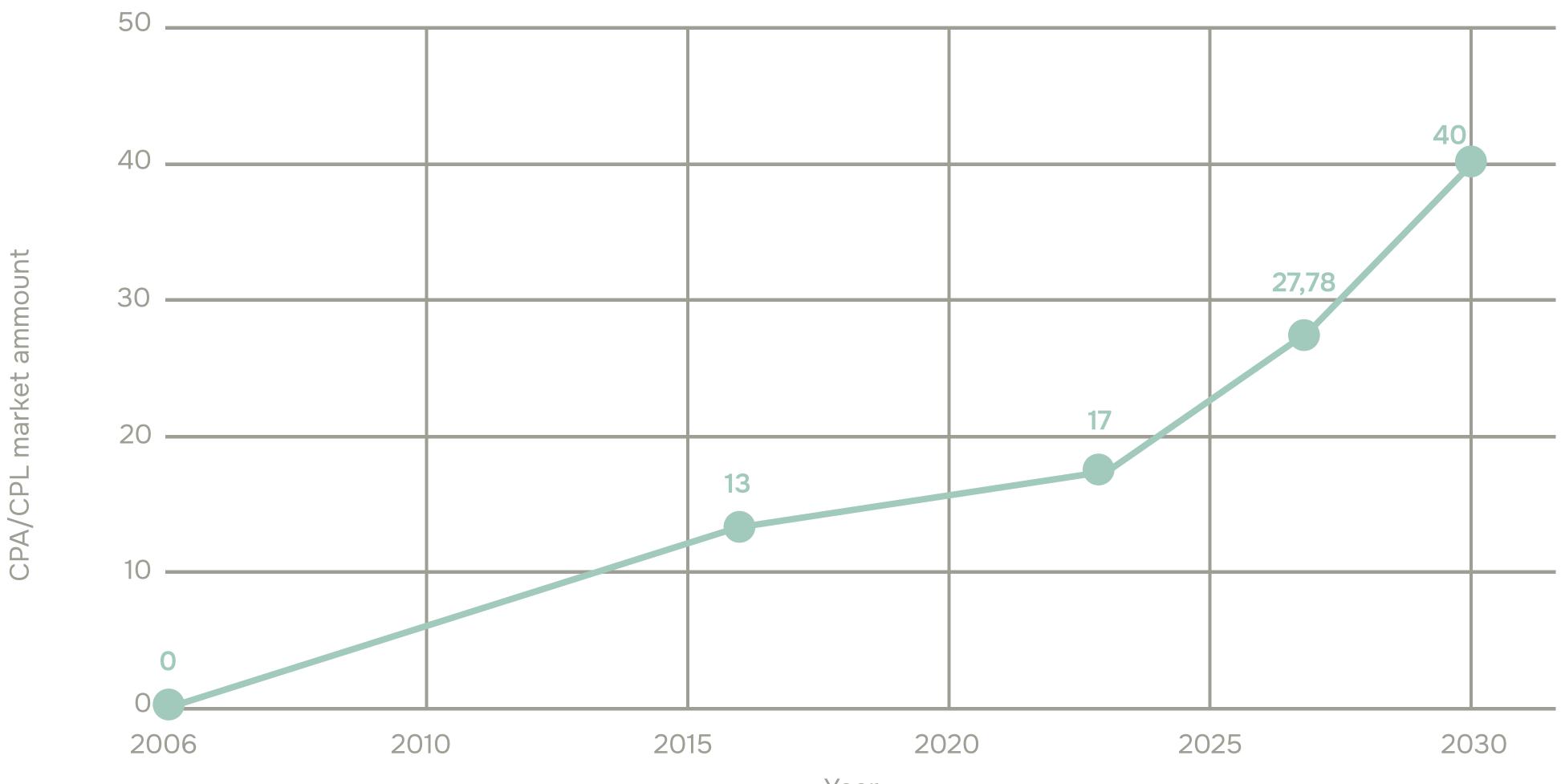
# CPS (Cost Per Sale) – performance marketing model where leads are paid for when they make a purchase

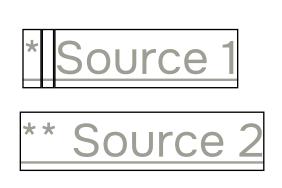




# Affiliate ad market overview\* From **0** in 2006 up to \$40 billion in 2030\*\*

CPA/CPL market ammount trend







Year

# 81% of brands worldwide employ affiliate programs

# Market makers:

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



# Our business model



### Subscriber

Activity data

Targeted offer



### **Desired** action

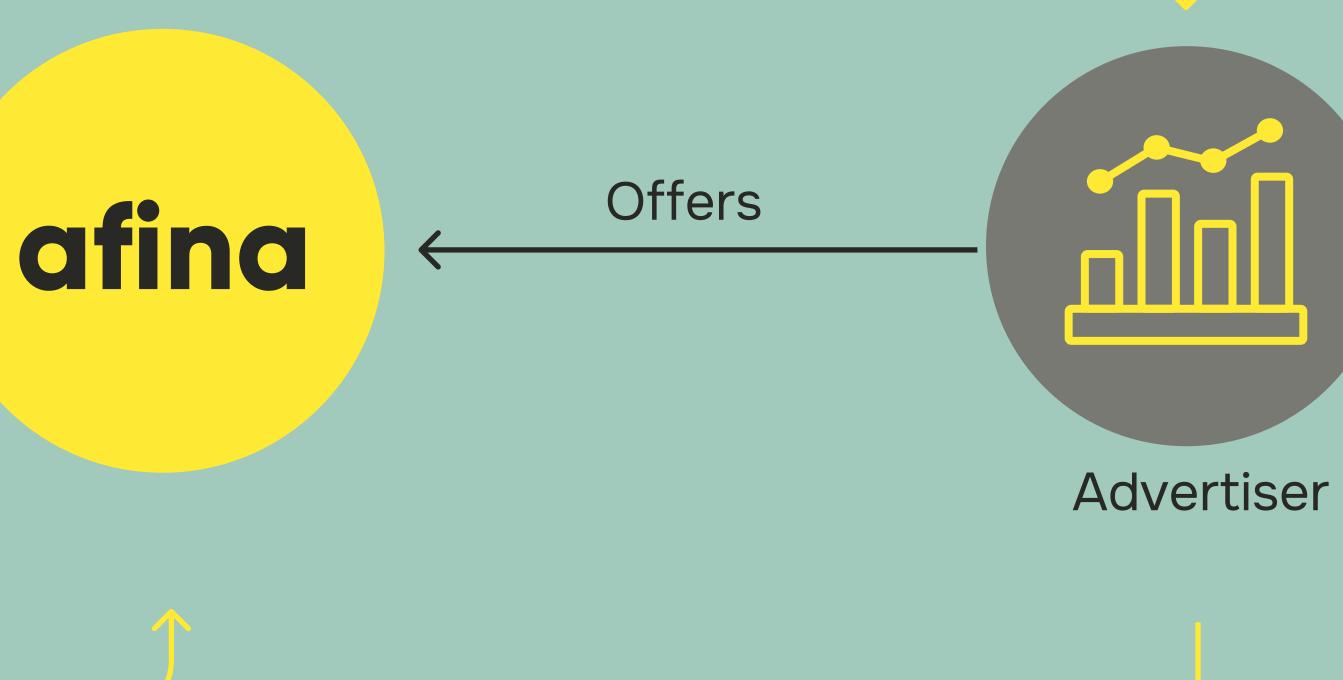


### Triggers

## Targeted offer

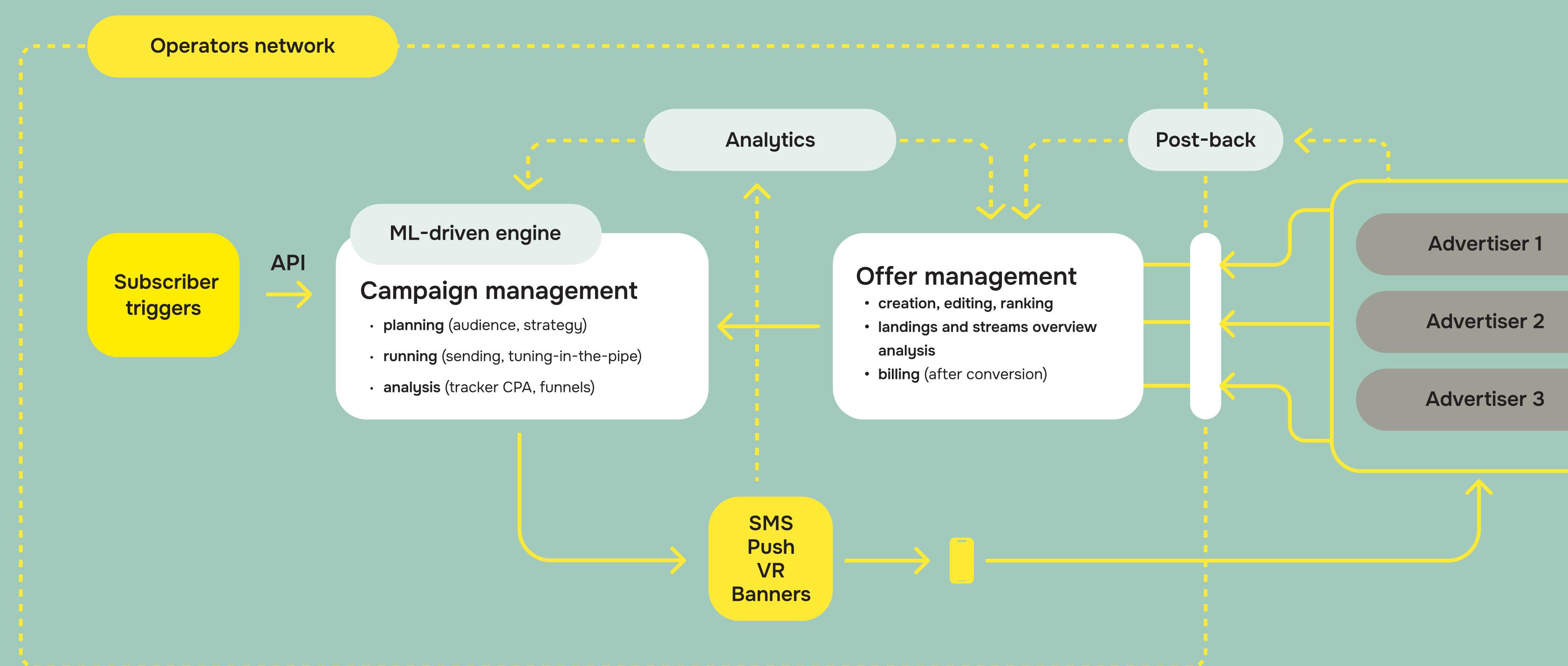
Mobile operator

### RevShare %



### Commission

# How afina works







# **Our cutting-edge**

# Next Best Offer Client

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





Our cases	Jan	Feb	Mar	Apr	May	Jun
Operator 1 - 65M+ subscribers	\$10,000	\$40,000	\$180,000	\$240,000	\$360,000	\$464,000
Monthly income from						
afina						
SMS termination						
	\$340,000	\$350,000	\$330,000	\$360,000	\$380,000	\$370,000
Operator 2 - 48M+ subscribers	\$15,000	\$50,000	\$100,000	\$220,000	\$314,000	\$394,000
Monthly income from						
afina						
SMS termination						
	\$225,000	\$226,000	\$223,000	\$230,000	\$231,000	\$228,000
Operator 3 - 7M+ subscribers	\$10,000	\$10,000	\$40,000	\$50,000	\$55,000	\$58,000
Monthly income from						
e afina						
				\$31,000	\$39,000	\$34,000





# FAQ

# Is it legal?

Yes

- Any targeted advertising user's consent accordin local laws
- The unsubscription optic

# How long the integration w

Usually the integration proc The final period depends or processes



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## What is the effect on ARPU?

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

## do you use and secure the user's onal data?

platform neither gets not stores any onal data. It uses impersonated ID to tify data.



# Try us – here's the Pilot deal



# From afina

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





 Subscribers Triggers • Transport

From operator





# Thank you for your attention!

# afinadmp.com Contact us: <a href="mailto:sales@afinadmp.com">sales@afinadmp.com</a>







