

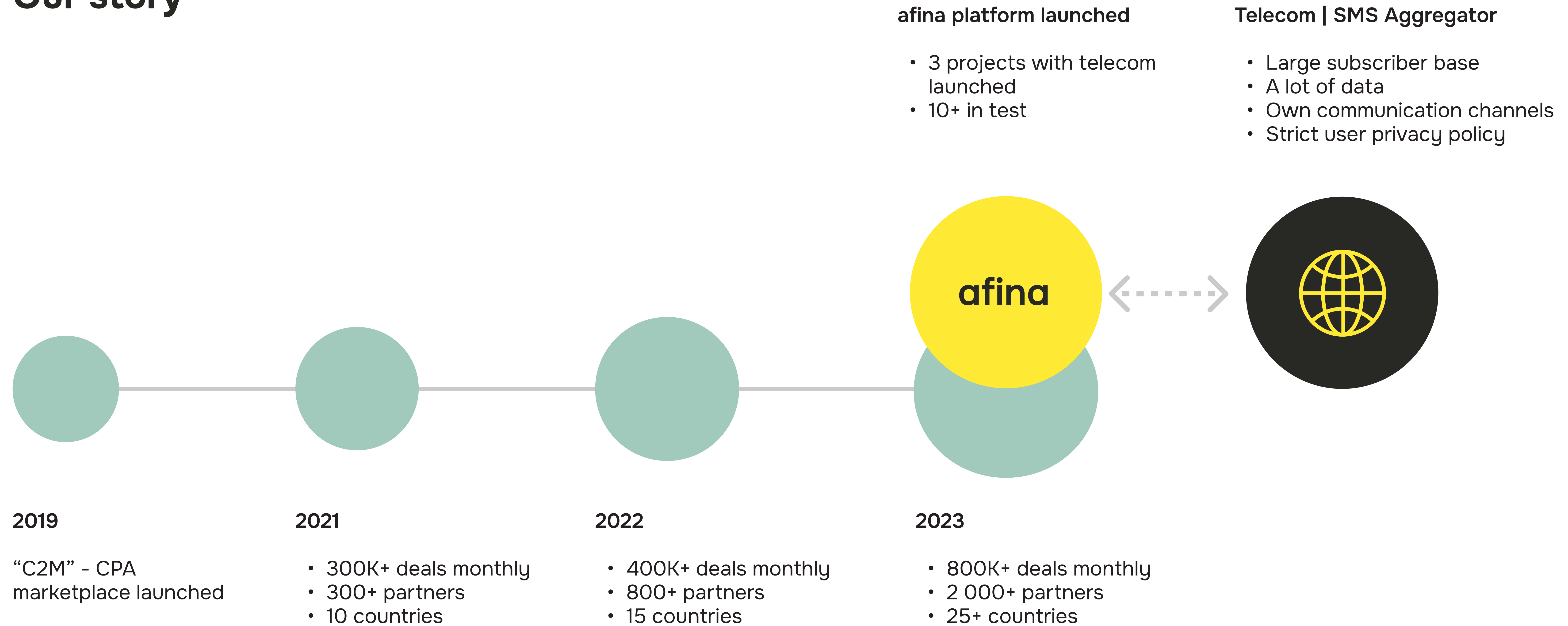
# Data Monetization Platform



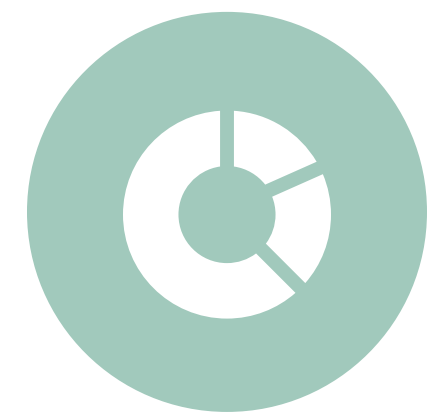
## Meet afina

- **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

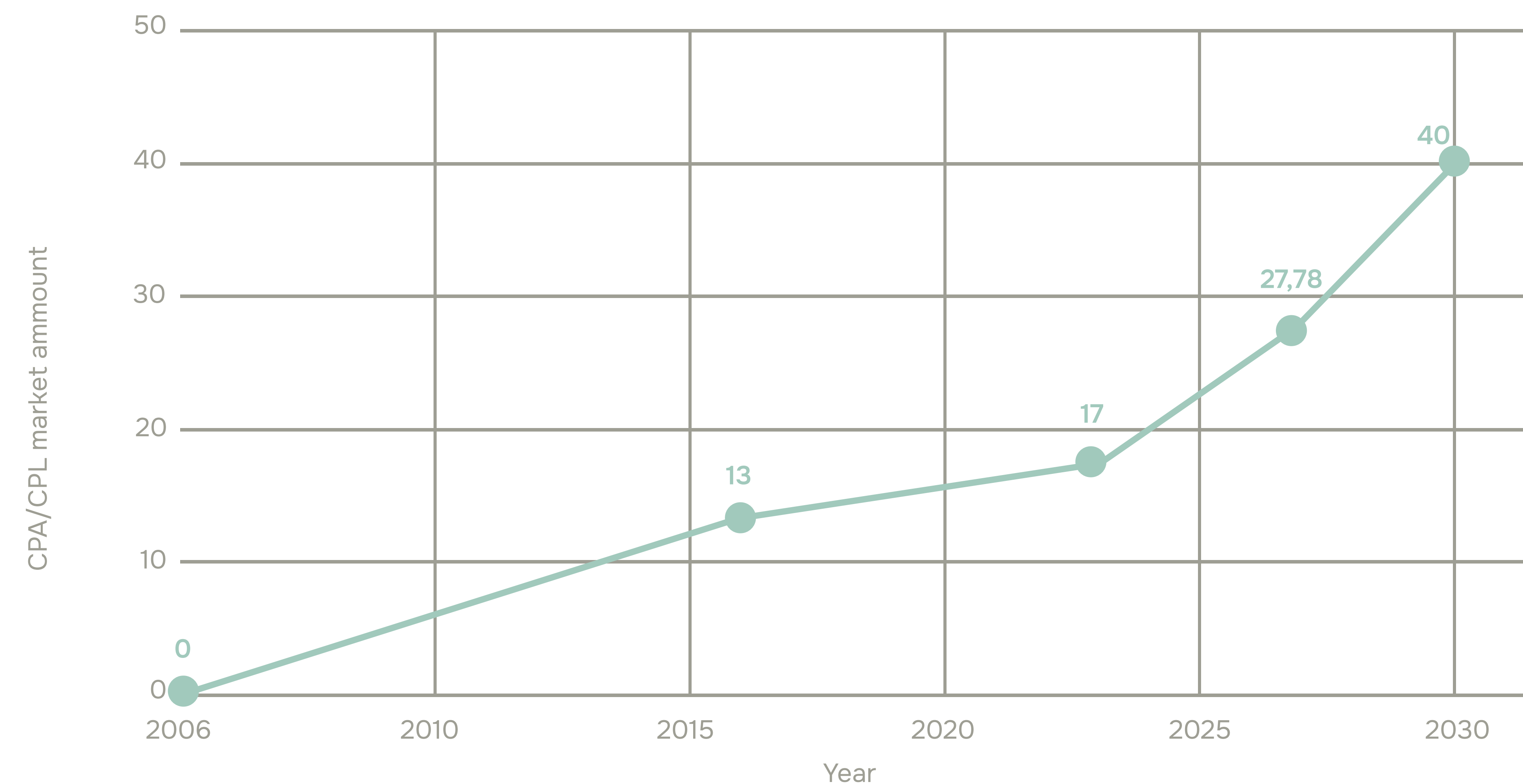


**CPS (Cost Per Sale)** – performance marketing model where leads are paid for when they make a purchase

# Affiliate ad market overview\*

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

CPA/CPL market amount trend



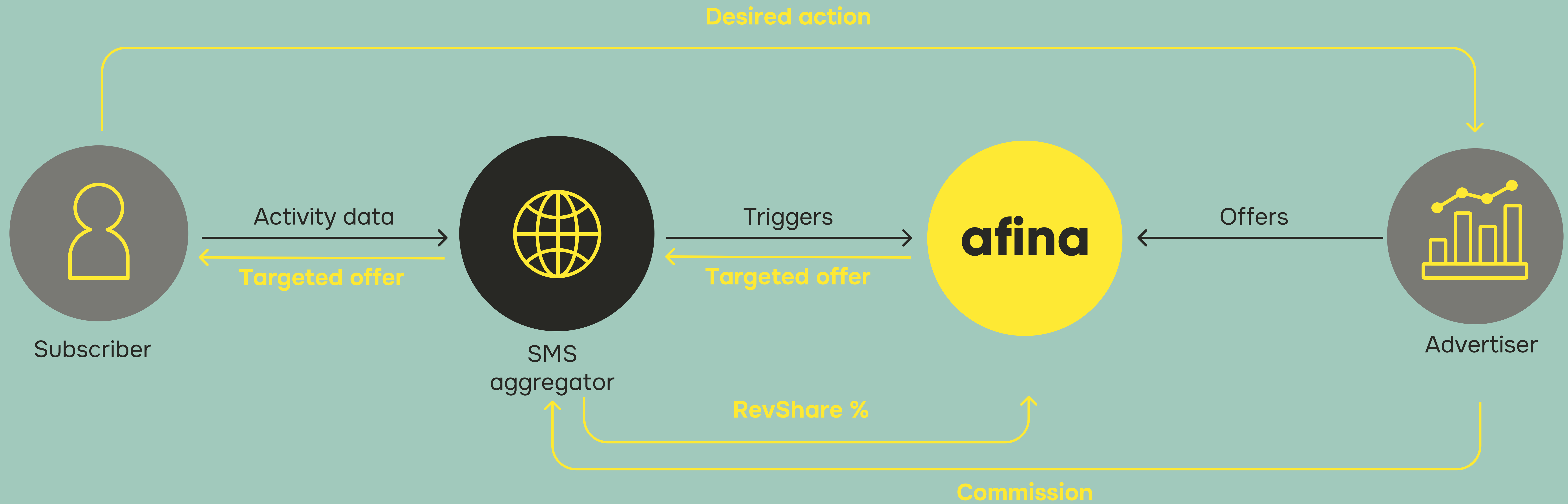
**81% of brands worldwide**  
employ affiliate programs

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

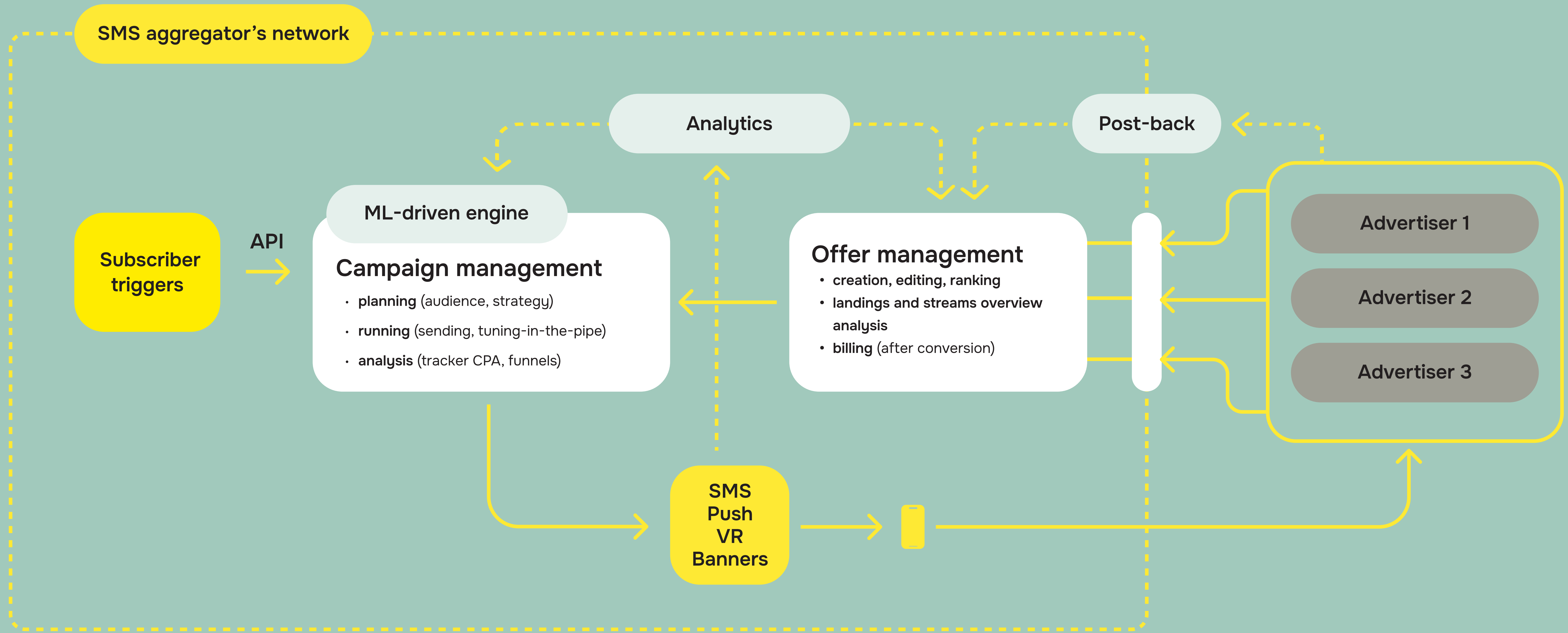
\* Source 1

\*\* Source 2

## Our business model using SMS aggregator's data



# How afina works



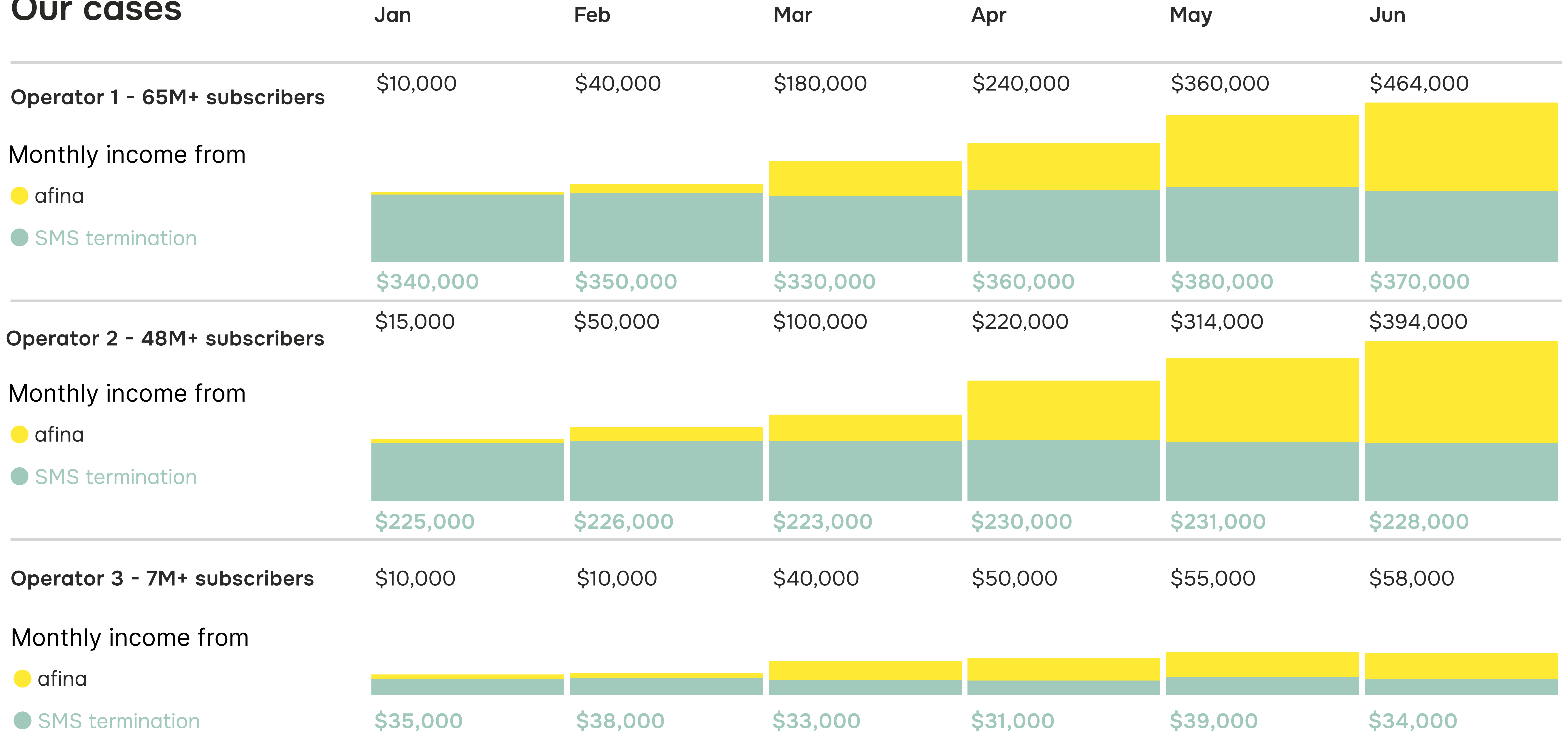
Our cutting-edge

# 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 SMS aggregator

- Subscribers
- Triggers
- Transport

Thank you  
for your attention!

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