

Data Monetization Platform



Meet afina

Brief

Afina by IVT Communications FZE LLC empowers telecom operators with a cutting-edge machine learning platform for monetizing digital advertising. Our platform is built on the proven Cost Per Action (CPA) model, driving immediate and sustained revenue growth.

Headquarters

Dubai, UAE

Expertise

Digital Advertising, Telecom Monetization

Awards



CC-Global Awards

Winner in the category best new market entrant



Antonio Meucci Awards 2024

Gold - Best Telco Newcomer
Silver - Revolutionary Contribution
Bronze - Best Solution Provider



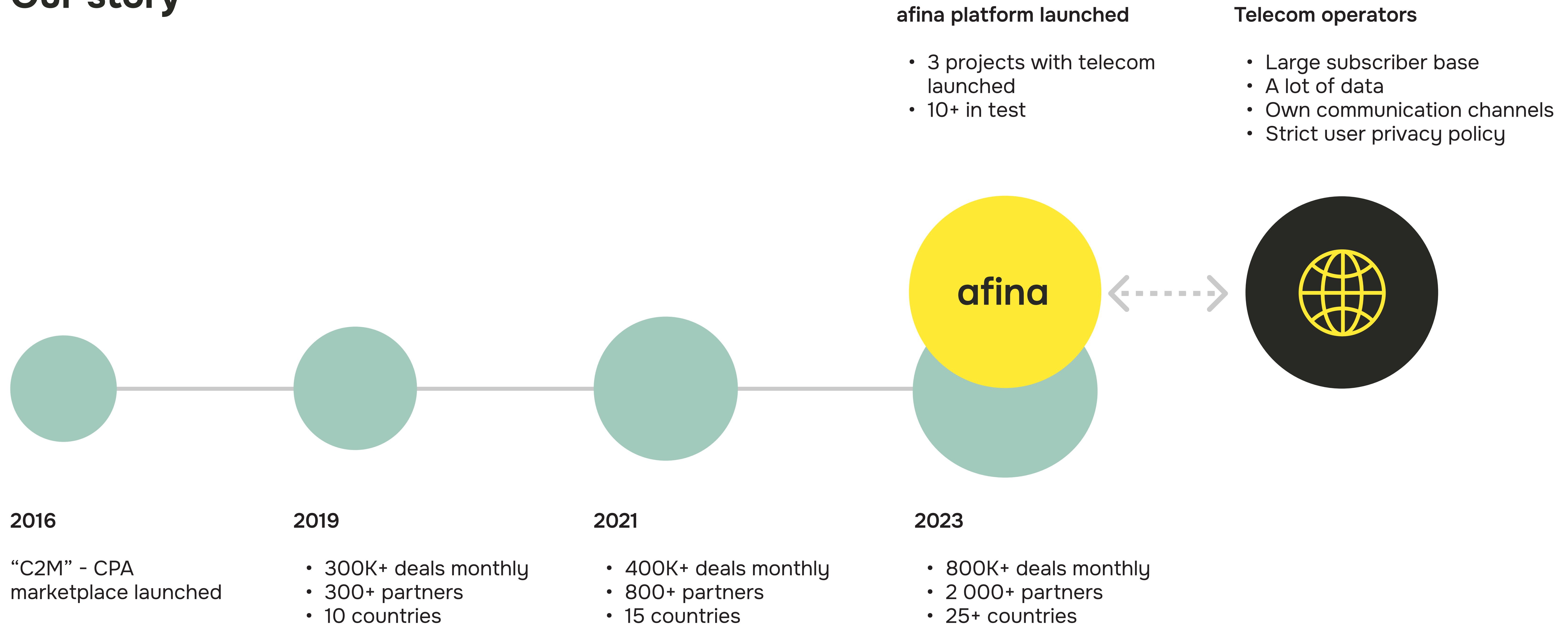
Stevie International Business Awards

Startup of the Year – Business Services Industries GOLD STEVIE® WINNER

What is the data monetization platform?

- **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



Why you need afina?



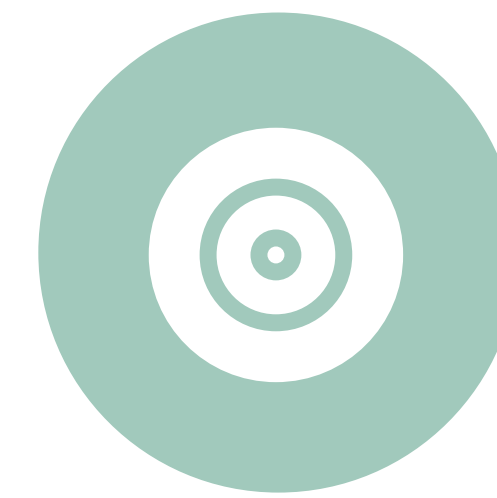
Unlock New Revenue Streams:

Immediate revenue generation through our vast advertiser network



Premium Pricing with Precision Targeting:

Deliver highly targeted segments for better results and higher advertiser satisfaction.



Reach 100% of Desired Subscribers:

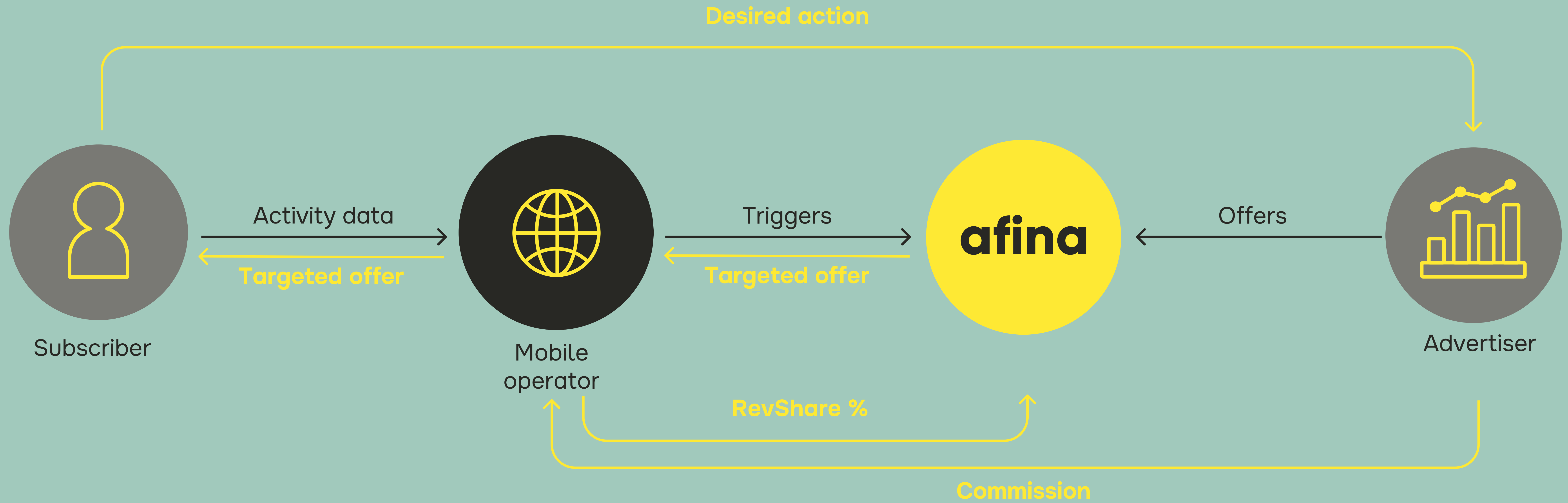
Fully target all subscribers in key segments—no budget constraints for advertisers.



Lower Operational Costs:

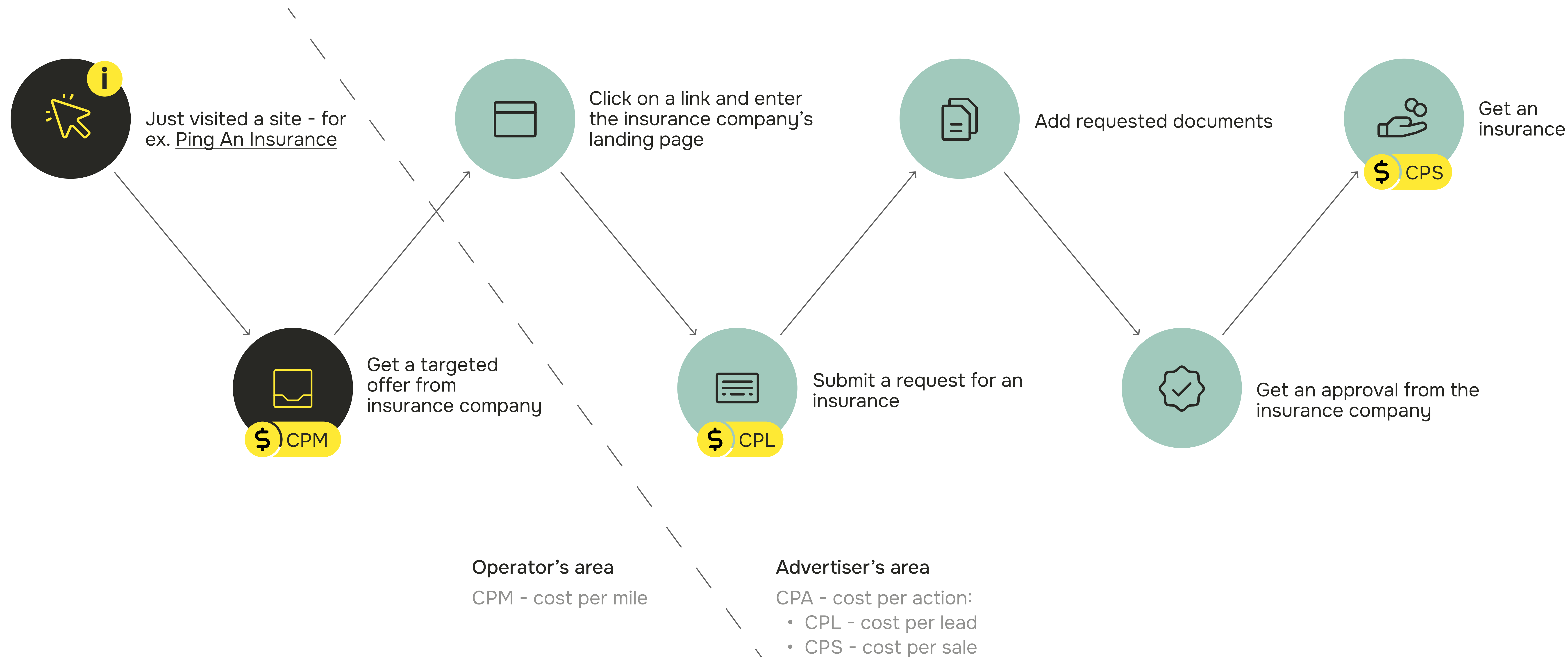
Reduce staff and overhead with Afina's automated, hands-off platform management.

Our business model

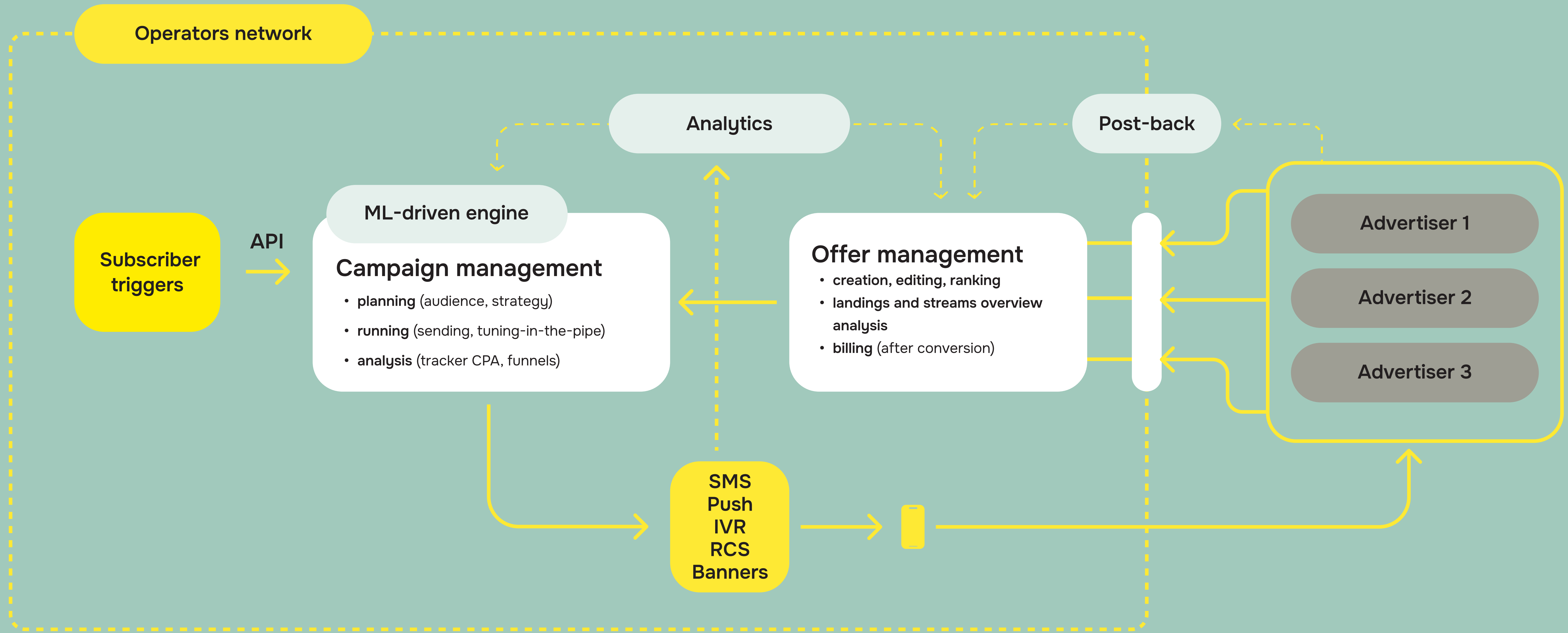


Subscriber's journey map with afina

A combination of operator's and advertiser's efforts



How afina works

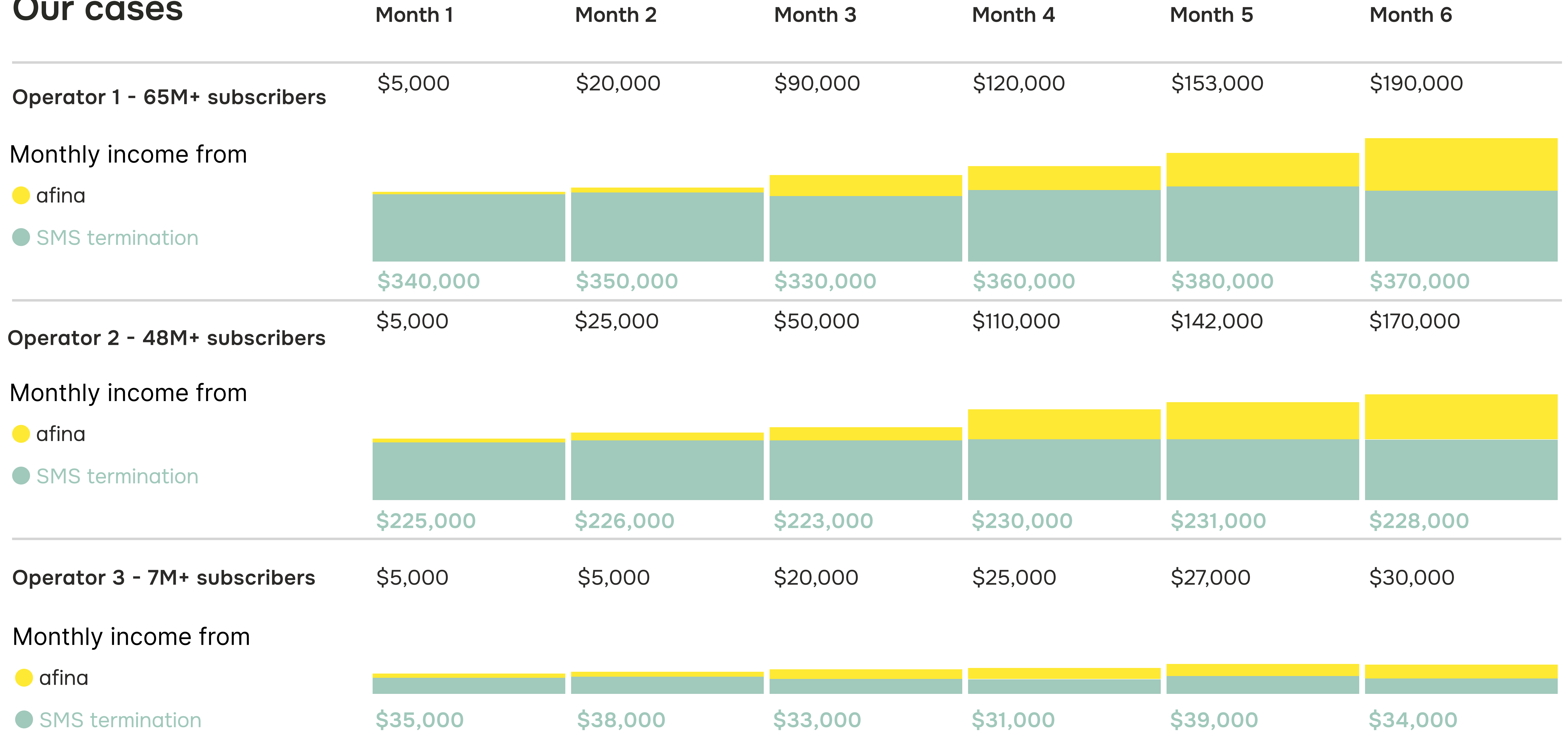


Our cutting-edge

Next Best ~~Offer~~ Client

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

Our cases



Revenue Sharing



From afina

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



From operator

- Subscribers
- Triggers
- Transport



Next steps: Risk-Free tests

Step 1: afina purchases a package* from the operator

- SMS,
- RCS,
- Push notifications, etc

Step 2: afina provides:

- the content for the messages
- links to offers landing pages.

Step 3: The operator sends out the messages.

Step 4: afina and the operator:

- analyze the statistics
- optimize the campaign
- compare the CPA & CPM models

Step 5: Once revenue targets are reached then:

- both parties are ready to sign a partnership based on revenue sharing model

*This package is designed for specific subscriber segments.

Thank you
for your attention!

afinadmp.com

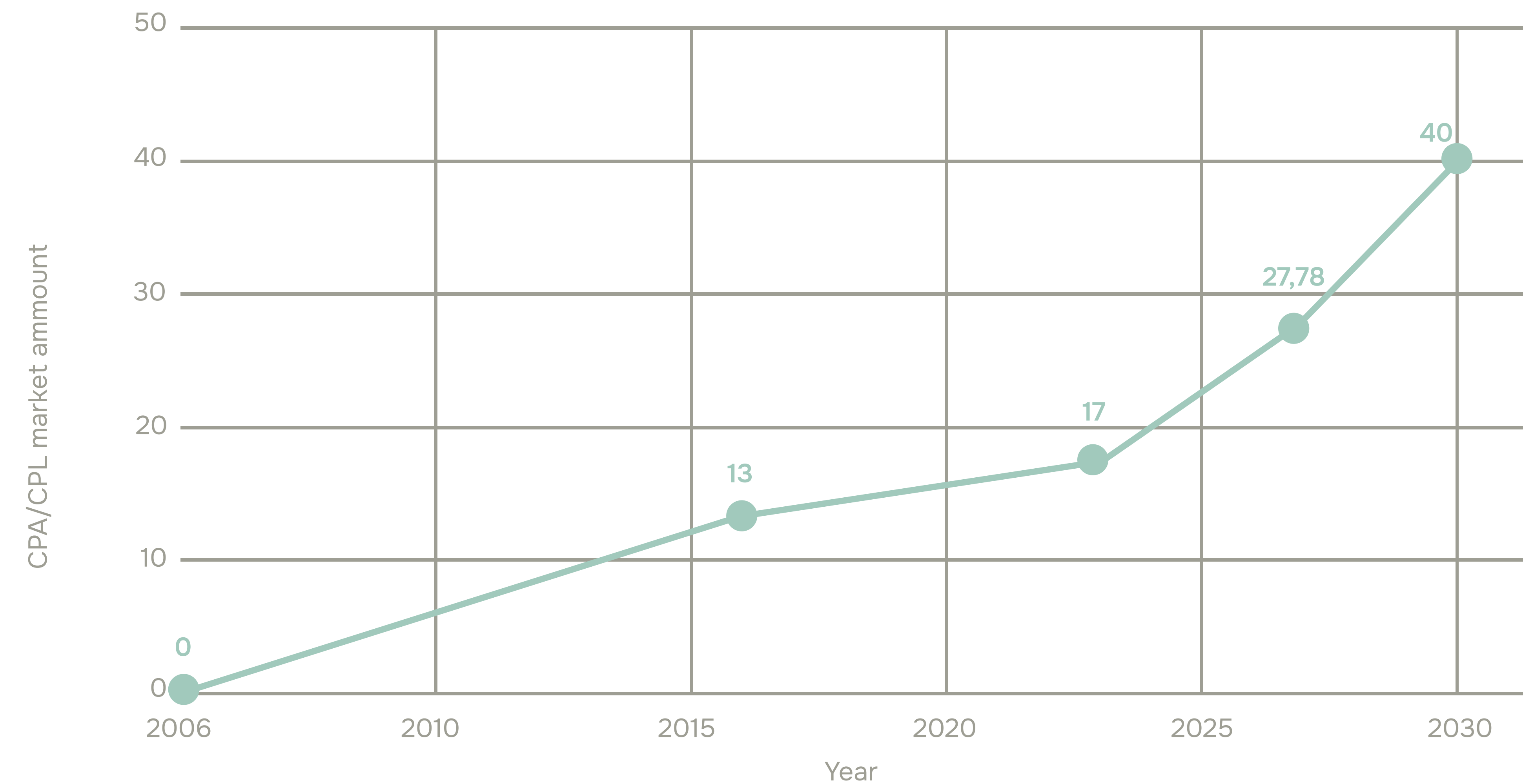
Contact us: sales@afinadmp.com



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

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.