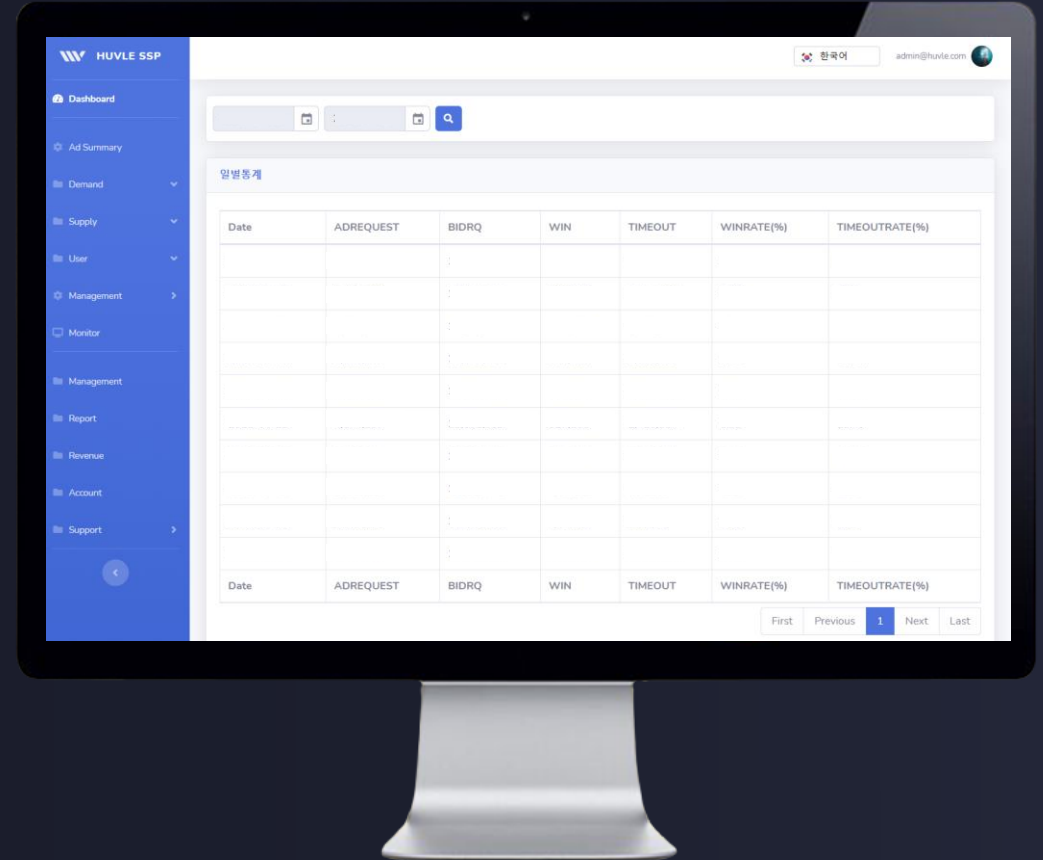


adknowva Introduction





Global High-Quality Monetized AD Platform

Start Smart Ad Tech with adknowva!
We're an efficient SSP that communicates directly with
Global Partners Corp.



About, SSP adknowva

adknowva Service



Adknowva
SDK

Easy to Integrate

adknowva SDK

Banner

Banner

Increase Revenue

Optimized advertising
execution and global
advertising support



Partners
Communication

Direct Connection

Support feedback
by direct connection with
our ad partners corps



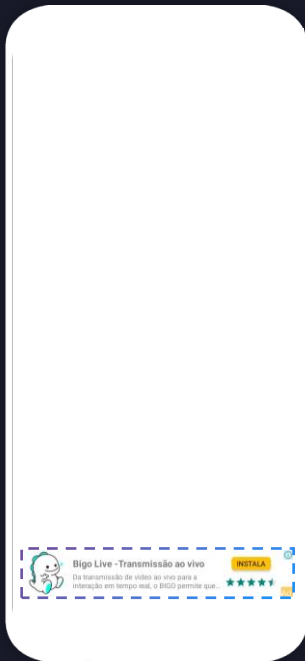
Ad format

Ad Type

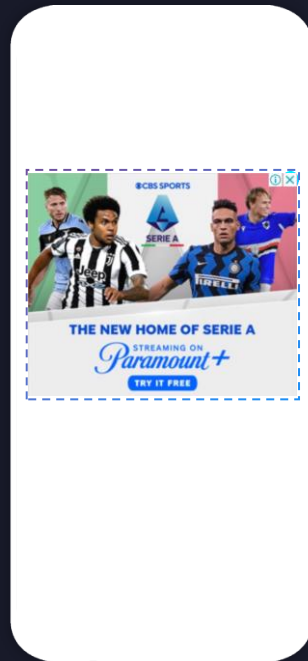


Various Ads Formats

- Support optimized ads to app publishers including normal Display Ads
- Scheduled to provide Video Ads soon



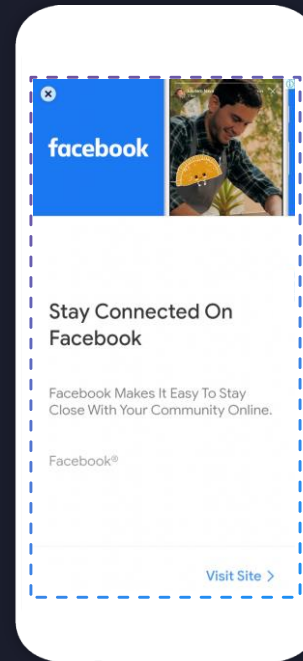
320*50



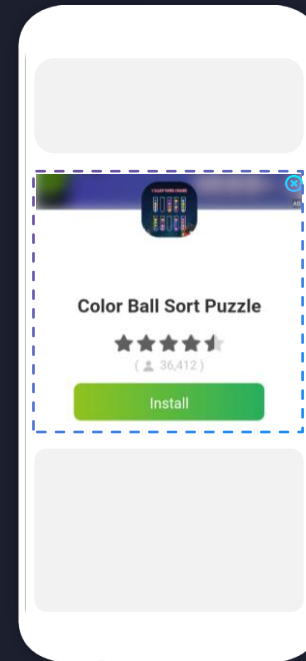
300*250



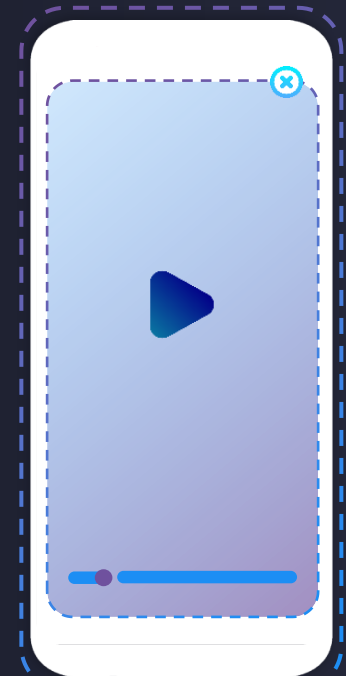
320*480



Full Screen



Native

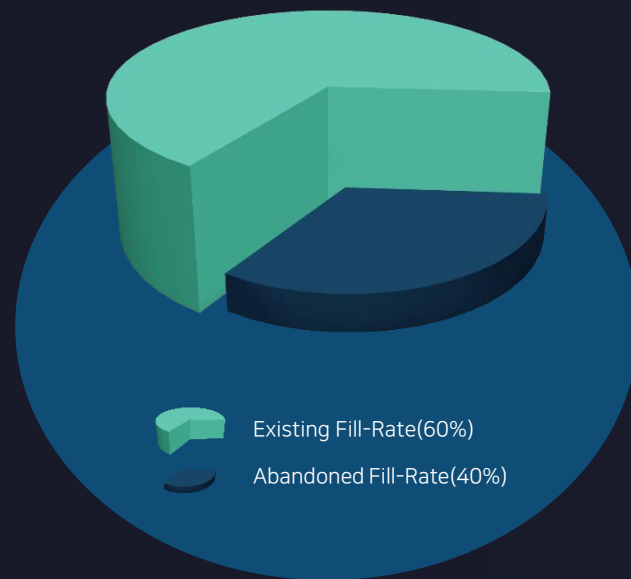


COMING SOON



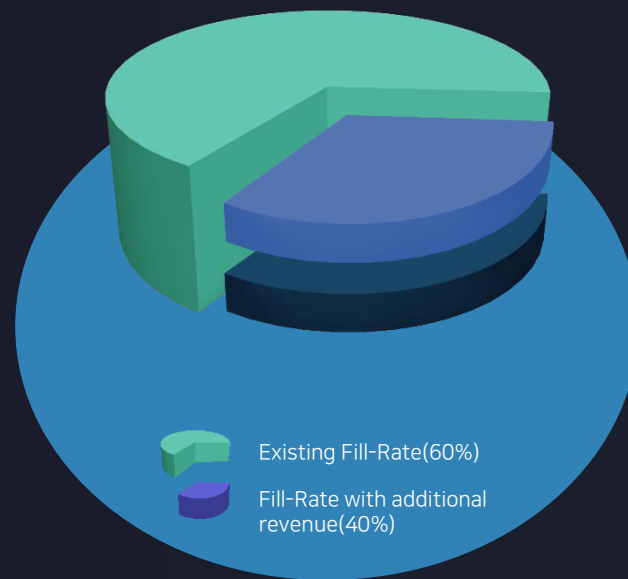
Extra Revenue

Best efficiency with little traffics



Existing operation

Generate abandoned traffic except for utilized traffic



Monetizing traffic

Generate additional revenue with those abandoned traffic



Increasing revenue

Generate revenue with maximized Fill-Rate efficiency



Extra Revenue

Monetize Traffic



Monetize abandoned traffic to revenue

- Cover the rest of Fill-rate to monetize by using adknowva
- Analyze data and preference to increase Ads Revenue



Existing AD Revenue 70%



Additional Fill-rate 40%



Additional Revenue with Integration 30%



Existing AD 60%

Make your Fill-rate 100%

Add Adknowva revenue to your existing revenue

Existing
Fill-rate

adknowva®
PURPOSE



Targeting

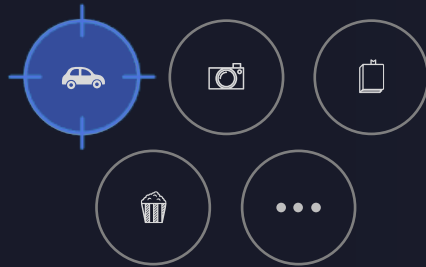
Basic Targeting



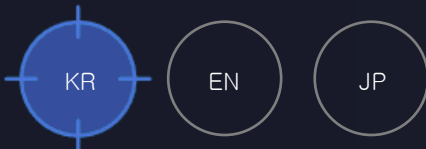
Provide Optimized Ads

- Support Interest of Category, ADID Analytic and Optimized Global Ad
- Progress targeting with adknowva's own system

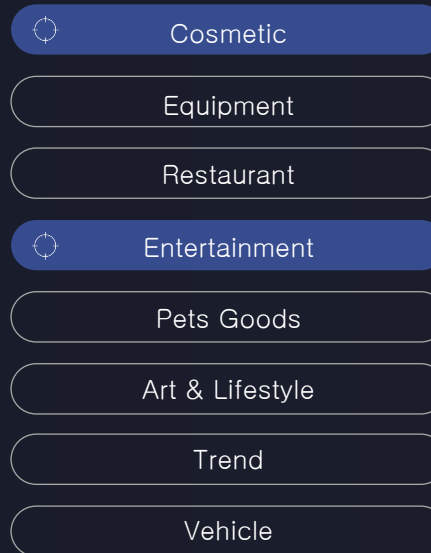
APP Category



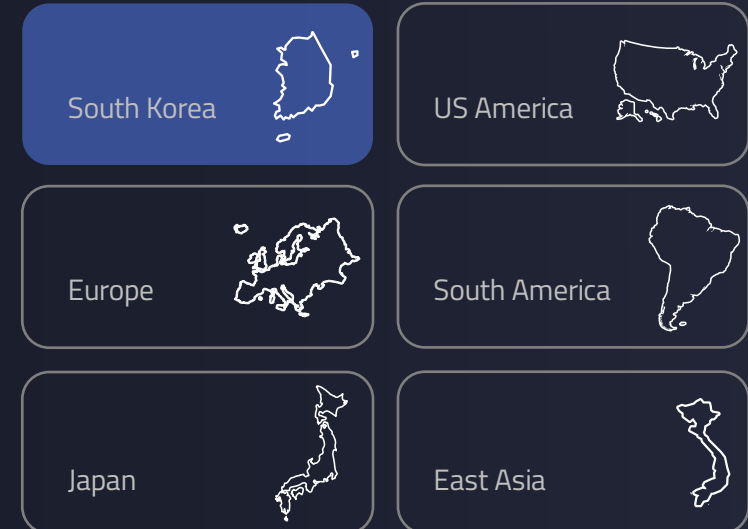
Language



Favorite



Global Location





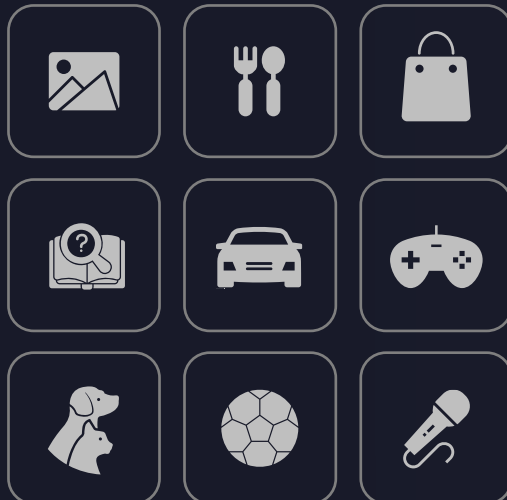
Preference Targeting



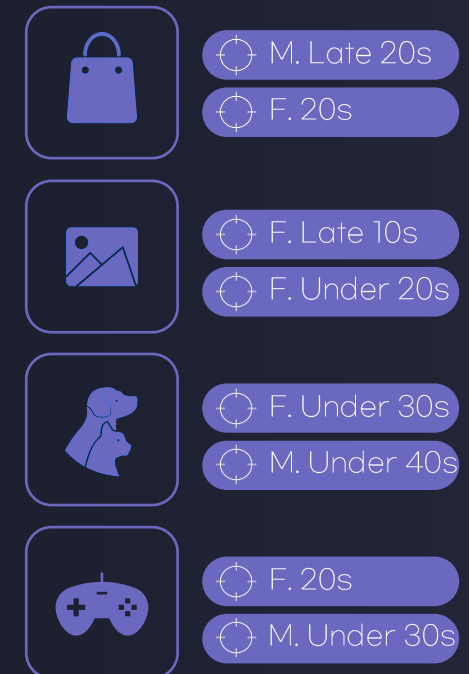
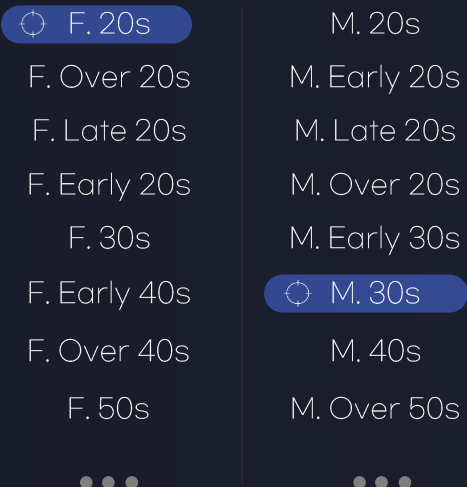
Analyze user's preference and Target

- Targeting age, gender and geo for the best monetization
- Increase the revenue by using adknowva's own AI Solution

Preference



Personal





Exclusion Abusing



Exclude suspicious AD

- Continue managing and accumulating to prevent AD Abusing
- Lead to the most efficient operation by using Anti-abusing tool

Irregular pattern detection



Detect activities such as repeated transactions, faked clicks, etc.

Faked Traffic detection



Detect accidental traffic, pop-up, or source.

Stolen ADID accumulation



Detect hijacking, simulated device, stolen ADID.

Big-data AI machine



Utilizing AI machine based on big data from the past.



Partners

Demand Partners

kakaoAdFit

ACE

admixer

adpacker

MezzoMedia

INL

Global Partners

Google AdMob

OpenX

VERVE GROUP

Yeahmobi

ezmob

mobfox.

Teads

Mars Media Group

gothamads

*ADMIXER

Mintegral

Bizz

smaato

COLLECTCENT

MILKYWASE

mobupps

waardex

AlgoriX

smartyads

TPM
Technology, Product, Marketing, Network

adpnut

MOJISE
모바일이 지배하는 세상

EXELBID
Excellent Bidding

CAVYOS
create all value for your online solution

motiv



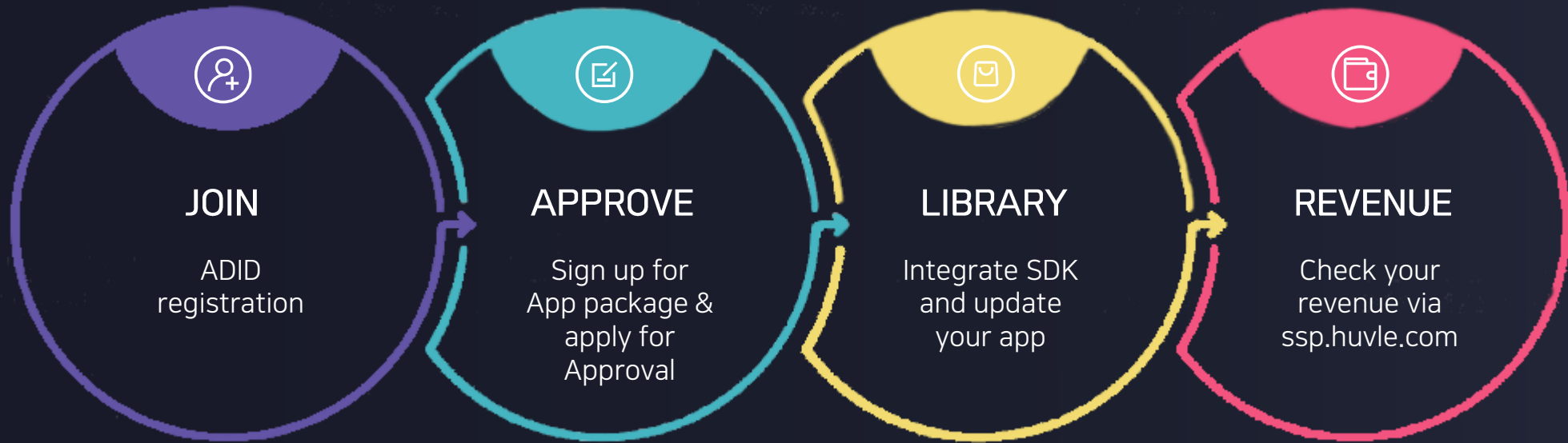
How to Use

Process of Integration



Easy to Integrate

- Gradle Tool makes it easy to integrate
- Furnish Sample App for an efficient integration





How to See

Dashboard ①

Details of AD contents & Revenue

HUVLE SSP

Management

Report

Revenue

Report

ALL

ALL

Total

Start Date	End Date	AD Request	Impression	Fill Rate(%)	Clicks	CTR(%)	Revenue
		0	0	0	0	0	0

Result

Date	AD Request	Impression	Fill Rate(%)	Clicks	CTR	Revenue(KW)

- Receive global ads optimized for apps by categorizing IAB categories.
- By providing intuitive reports, check efficient advertising results and profits



How to See

Dashboard ②

Apply for Payment

HUVLE SSP

Management

Report

Revenue

Revenue

Total	Currency	Completed	Processing	Withdrawable

Date	Profit	Completed	Processing	Status
				Waiting <div>Cancel</div>
				Processing
				Processing
				Completed
				Completed
				Completed
				Completed
				Completed

- You can apply for payment from the 3rd to 9th of every month by activating the **Apply** button.
- Waiting(Application payment) → Processing(Being approved) → Completed(Profits is paid)
- Payment is settled on the end of the month ※ Minimum amount is \$100

History



2015

Established Huvle Corp. in 2015

2016~2018

Registered company-affiliated R&D lab
Registered patents for B2B focused Huvle system and business model
Applied for Huvle trademark rights (4120150050644)
Signed MOU with TPMN for strategic cooperation of global ad tech
Ad Partnership with - Smaato

2019

ISO 9001: 2015 Certification
Launched Huvle LATAM(sa.huvle.com)

2020

Ad Partnership with - VERVE Group, Teads
Launched Huvle In-App SSP - adknowva
Signed MOU with Kwangwoon University

2021

Ad Partnership with - AlgoriX, Admixer, gothamAds
Soft-launch of puzzle game - Ani Blast
Signed MOU with Chungkang College of Cultural Industries
Upgraded adknowva version which improved RTB ad system
Distributed a new Huvle SDK corresponding with Android API 30

2022

Ad Partnership with - WaardeX, Milkywase Media, Mobfox
Signed MOU with Dong-A University
Distributed a new Huvle SDK corresponding with Android API 31
Adknowva supported interstitial AD
Ad partnership with - Mezzo media(Korea)
Renewed of the HuvleView mobile web browser

2023

Partnership with Coupang partners
Ad Partnership with - Appier
Launched IN-APP type Huvleview
Distributed a new Huvle SDK corresponding with Android API 33





Thanks for reading

adknowva Introduction

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