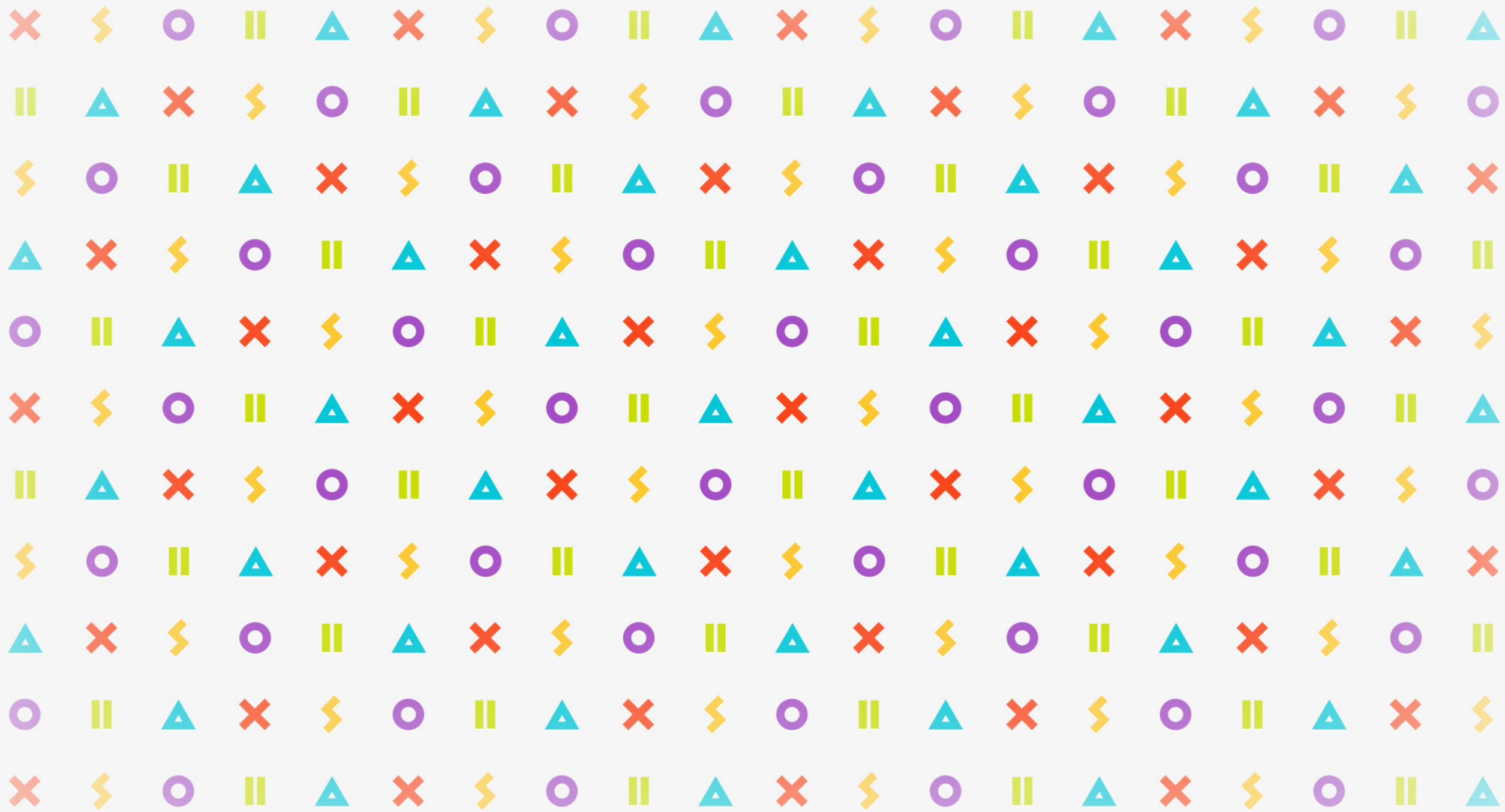
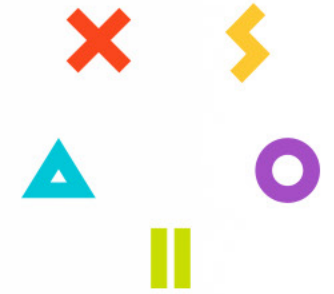


Xsolla Network

User Acquisition Made Easy



User Acquisition Can Be Tricky



But You Probably Already Know That

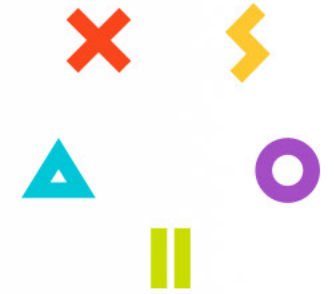
- Lots of different channels that are paid for and measured separately - display, RTB, retargeting, context and many more.
- Your ROI fluctuates wildly and your budgets are being spent non-transparently.
- Even if you can and want to manage your user acquisition manually, you'll spend a lot of time (and money) on integrating networks' APIs.
- It's really hard these days to separate organic growth of your game's audience from acquired users.
- And, after all, you are in the business of making great games, not managing multiple advertising campaigns!



Introducing Xsolla Network

Worldwide accumulated
user acquisition platform

Core mechanics



- Xsolla Network operates on revenue share model (and that's never been done before)
- You can choose any UA channel from the list of authorised partners whose APIs are already integrated
- Best of all, you can determine parameters of revenue share along with geographical preferences depending on your current UA needs
- Xsolla Networks aggregates such channels as CPA networks, media/videogame portals, in-game cross-promo and many more
- No additional charges from Xsolla Network

Revenue Share Explained



- While we will take a liberty to suggest you the most effective channels and revenue share parameters, the final decisions are up to you
- Your game(s) can be simultaneously promoted at different networks with different parameters – effectiveness of which is fully transparent via built-in analytics tools
- Organic growth is easily separated from user acquisition channels - again, thanks to amounts of smart data that Xsolla Network is providing
- We can even create the most effective promotional materials for you, if you can't be bothered with that

New offer

1 Settings 2 Images 3 Audience 4 Launch

Settings

Revenue Share %

Max. Share \$K

Max. Duration days

Marketing Performance Indicies

Average Check \$

Registration

User Journey

To launch your UA campaigns, you need to follow these easy steps

1

Marketing Performance Indices

Revenue Share

20 %

Max. Share

92 \$K

Max. Duration

45 days

Average Check

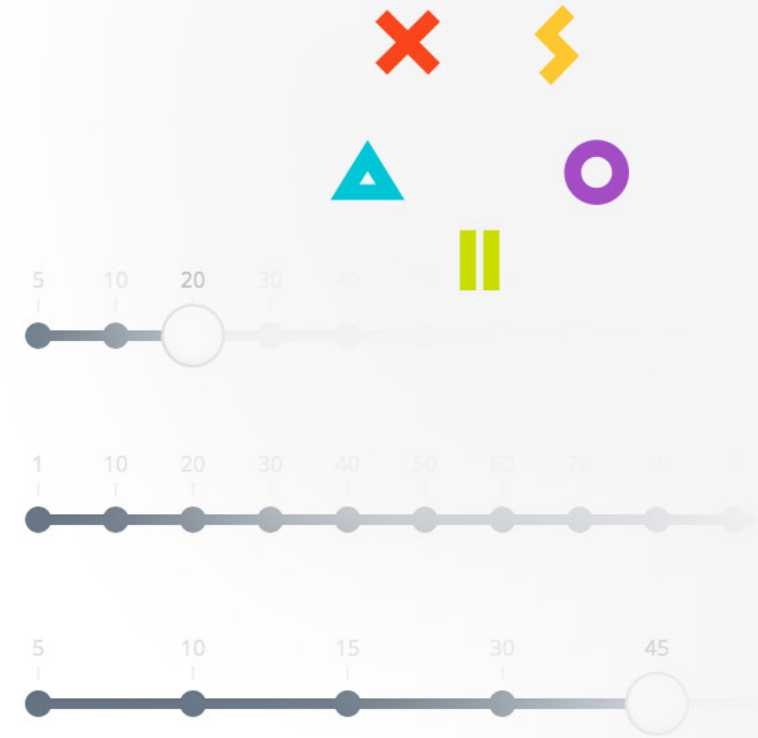
0.1 \$

Registration rate

30 %

ARPU

5 \$



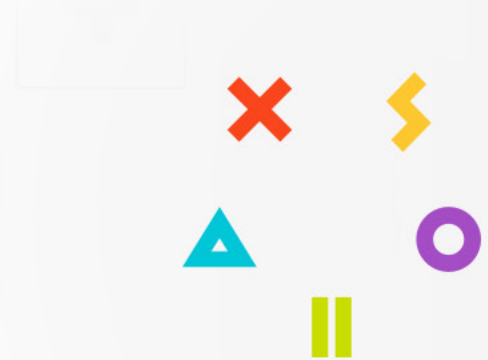
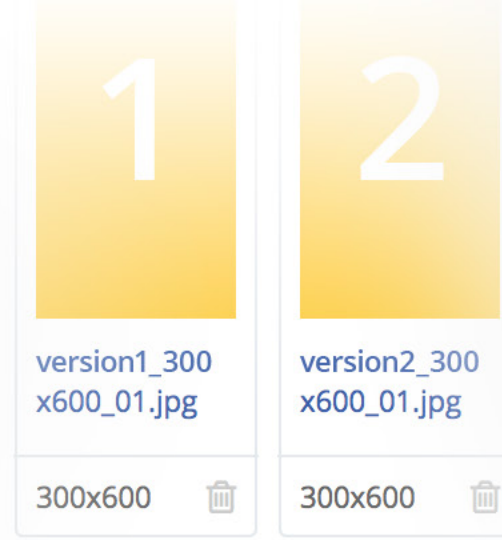
User Journey

To launch your UA campaigns,
you need to follow these
easy steps



HTML5 banners

300x600



Input Static

+ Add banner

Flash

version1_300x600.swf






300x600

Add banner

User Journey

To launch your UA campaigns,
you need to follow these
easy steps

3

Geo	<div>United States</div> <div>Canada</div> <div>+ Add item</div>	    
Age	<div>20 — 30</div>	
Gender	<div><input checked="" type="radio"/> Both</div> <div><input type="radio"/> Only man</div> <div><input type="radio"/> Only woman</div>	
Similar Traffic Sites	<div>facebook.com</div> <div>twitter.com</div> <div>+ Add item</div>	
Description of Audience	<div>Input Static</div>	

User Journey

To launch your UA campaigns, you need to follow these easy steps



3. Audience

GEO	United States, Canada
Age	20 — 30
Gender	Both
Similar Traffic Sites	facebook.com, twitter.com
Traffic Exceptions	
GEO	United States, Canada
Industries	Adult Content, Children, Politics
Similar Traffic Sites	facebook.com, twitter.com

Apply

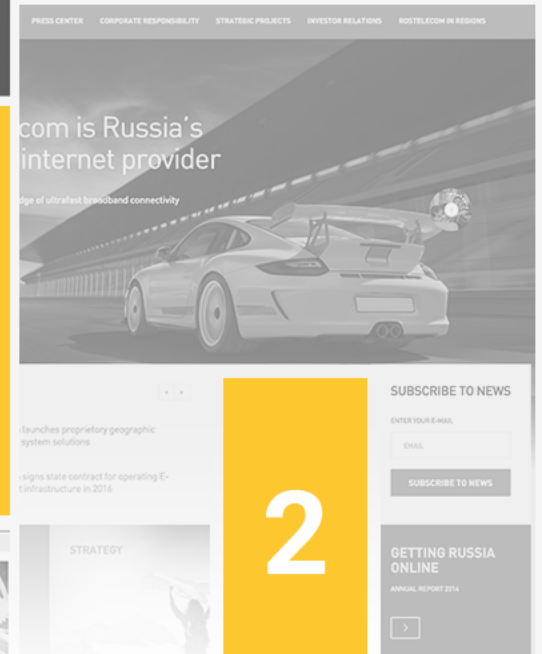
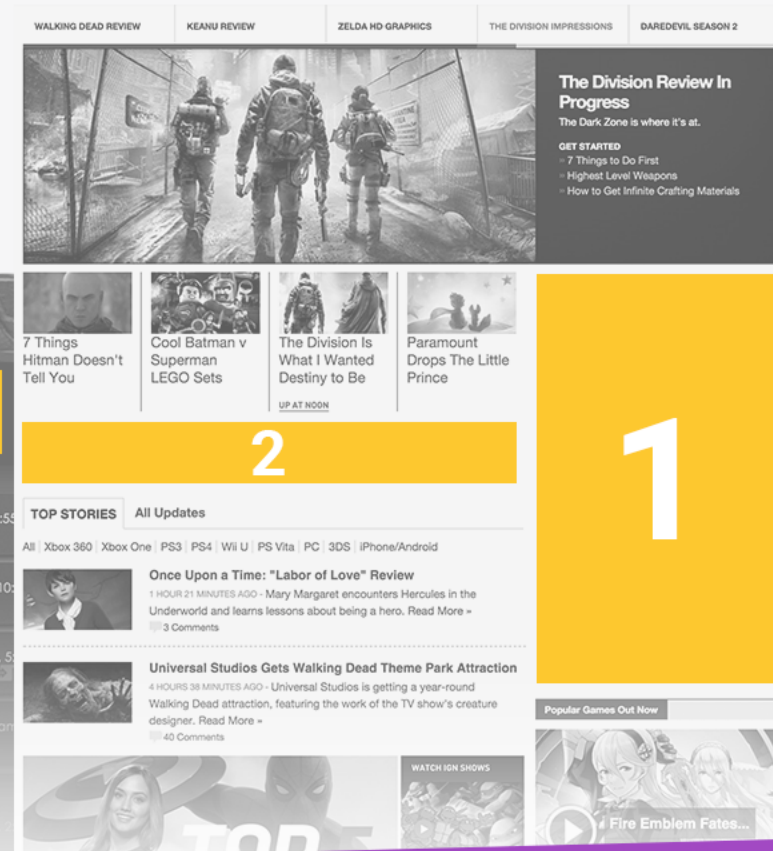
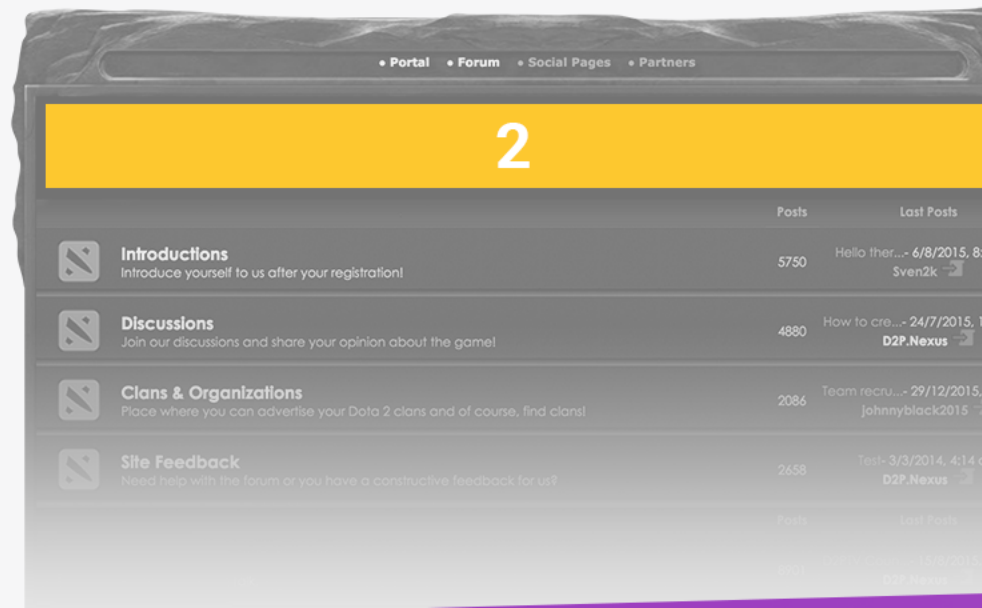
300x600



User Journey Continued



After this your offer being picked up by web-masters and other partners that are interested in your parameters and launched into rotation



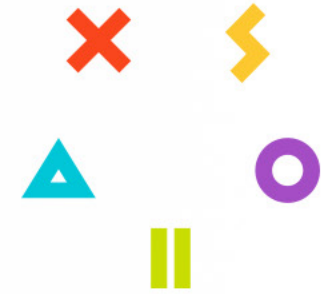


That's Right:

Xsolla Network is a referral program, partners' aggregation service and distribution model in one package.

It's a worldwide accumulated expertise, all in one agreement, full transparency and already included in standard Xsolla fee – so no additional charges from network.

Another Important Things



- Built-in analytics system allows for real-time tracking of different campaigns, calculating actual and estimated ARPU, LTV, rollback and other parameters of your choice
- Xsolla Network is a part of Xsolla product ecosystem and can be used alongside PlayStation, Mobile Playstation and/or Pay2Play
- Some of the current partners' networks/portals:



P.S. By the way, are you a CPA network?
You are very welcome to join Xsolla Network at ap@xsolla.com



Xsolla Network

Coming Q2 2016

Enquiries: aiman@xsolla.com