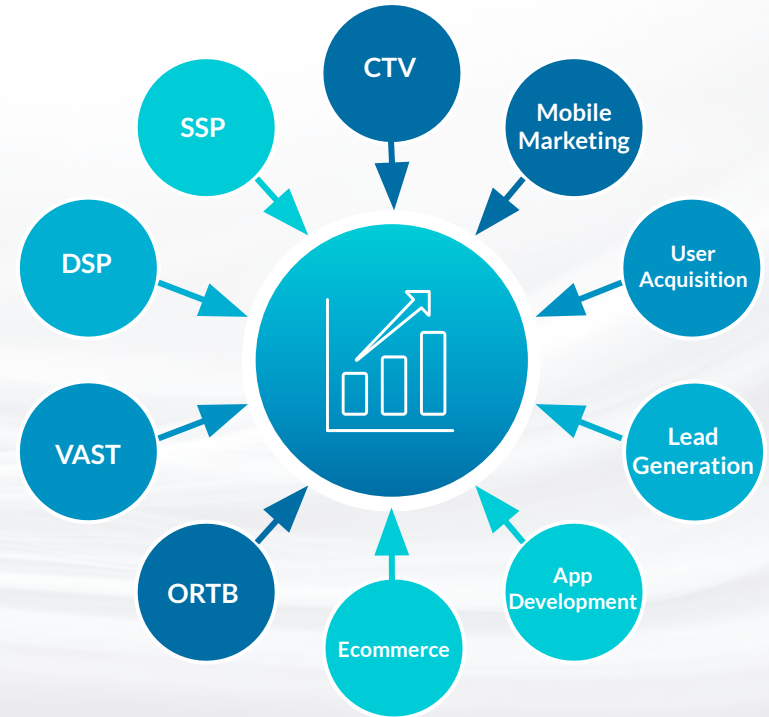
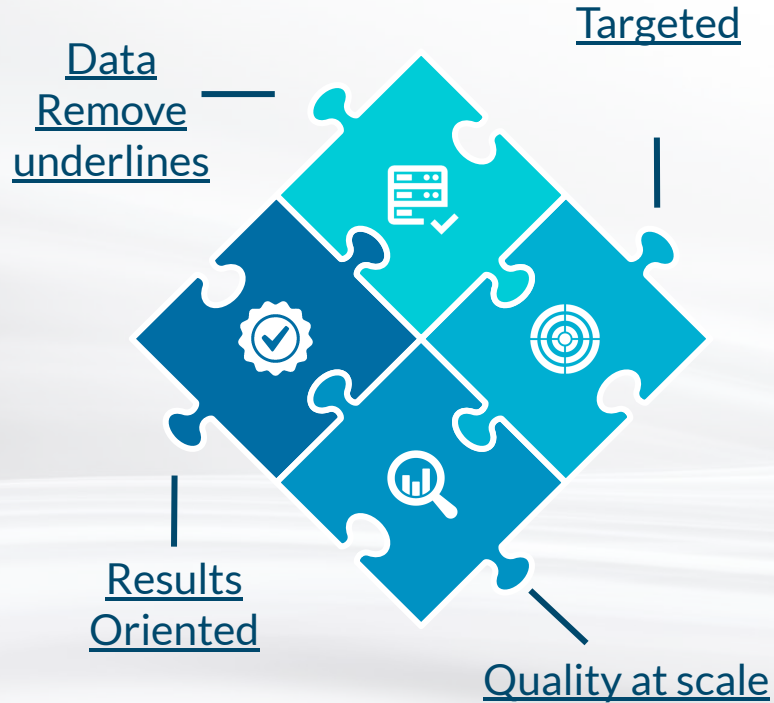




Lead id LLC ® Q4 2022

Lead*i*D Performance

Data Driven Omnichannel Marketing Solutions

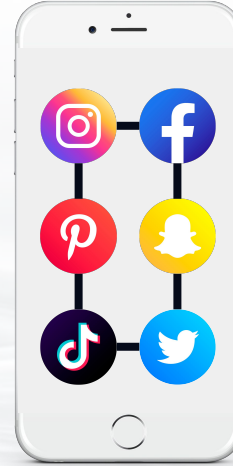


LeadiD Performance

Programmatic Advertising



Social Media



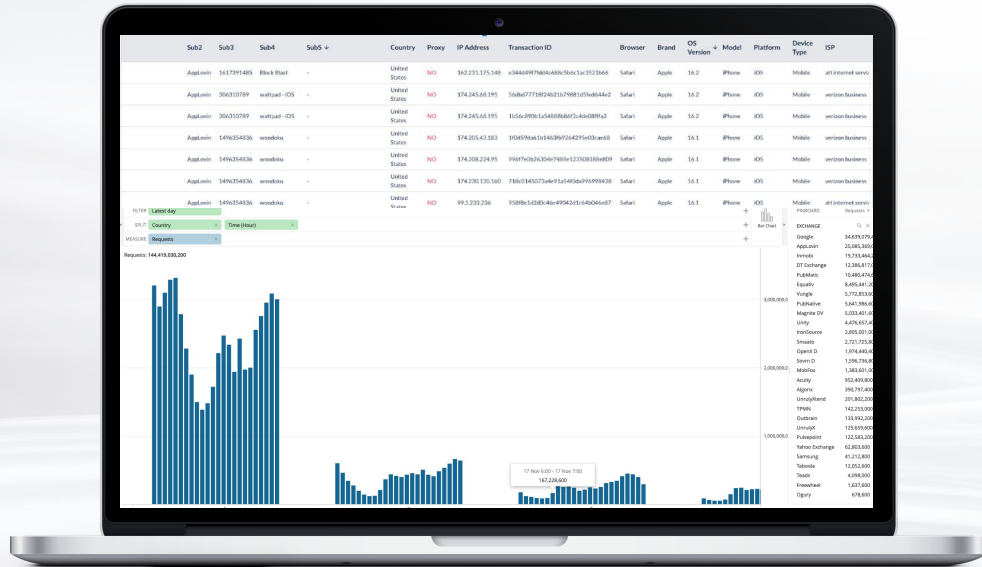
Marketplace and Affiliate Network



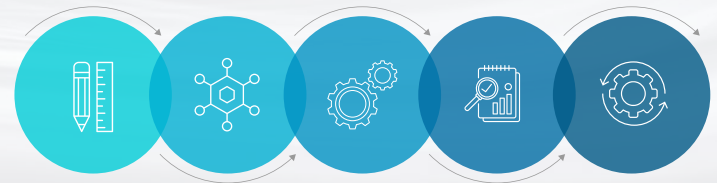
LeadiD Performance leverages social media, programmatic advertising and our exclusive publisher network to deliver transparent results at scale. Using **click blocking**, **impression scoring** and **proprietary scripts**, we ensure brand safety and compliance across all media types.

LeadID Performance

Real time reporting

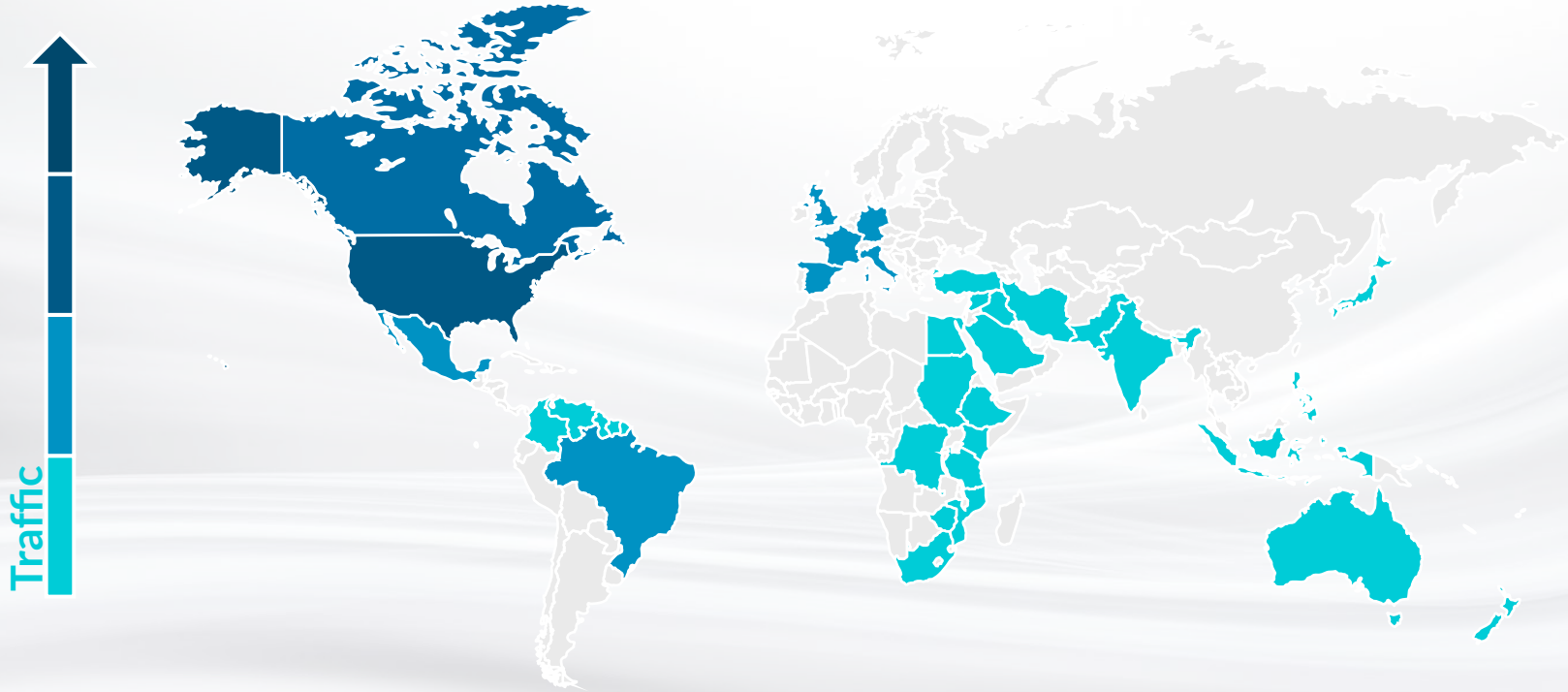


Powerful real time reporting at the impression level.
Knowledge of where your ads are delivering and converting with the assurance that every visitor arrives intentionally



Lead*i*D Performance

Worldwide Traffic



LeadiD Case studies

Jumia & Grab



Agency was tasked with building emerging market traffic for a client, and worked with LeadiD to leverage our international reach. The media was delivered to identify new users in Algeria and the Ivory Coast.



Drive app install in Cambodia, Philippines and Thailand. A/B test creatives in language vs in English, Limit delivery to only major cities roll out Grab Eats based on test results.

LeadID Case studies

Burger King & BET Case Study



30,000,000 Impressions	5,967 Installs
1,120,476 Clicks	4274 Orders
0.53% Click to Install	264.15% ROAS
\$7.00 Average Order	\$29,918 Total
6,123 View Through Attributions	3.73% CTR
11326.1 Marketing Cost	



13,066,685 Impressions	389 Paid accounts
11,736 Clicks	451 Free trial started
522 Click Attribution Installs	8.89% Click rate
521 View through attribution installs	43.24% Free trial %
86.25% Convert to paid account	
Targeting Exchanges Applovin, Digital Turbine	
Top Apps Musi music ,Photogrid ,Tune In radio , Fox FM	
Carrier ATT & T-Mobile	

Lead*i*D Performance

Our Advertisers



LeadiD Ads

**Connected Television and In App advertising
powered by results oriented data and supply.**

Lead id Ads is an Omnichannel solution offering programmatic traffic connecting advertisers and publishers to relevant audiences in real time.

Our supply chain is vetted through our internal media buyers only onboarding transparent, IVT free publishers and SSP's that deliver engagement with the brands we work with.



Connecting DSPs to
High-Quality Audiences



Maximize Ad Revenue
For Your Direct Supply

LeadID Ads



Marketplace

Scale your apps on a robust OpenRTB infrastructure with direct connections to 85+ leading DSPs. Get the best price for your inventory on open exchange or through reserved deals on our marketplace for display, video and CTV.

Eliminate Risk From Bad Ads

Automated detection and blocking of fraudulent ads **powered by third party providers such as Pixalate.**

Controls for publishers to block undesirable advertisers and content categories.

Stringent advertiser onboarding checks and ad content guidelines.



Cloud

Set up an effective, cost-efficient, in-house monetization stack using our technology. Our open platform provides flexibility to connect to most exchanges and demand partners via in-app bidding with complete transparency on ad serving, real-time insights, and advanced debugging tools.



LeadiD Ads

Safe, Transparent, and Trusted by Buyers



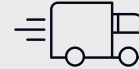
Directly sourced inventory guarantees the most optimal supply along with CCPA, GDPR and COPPA. Supporting IAB open measurement TAG certified against fraud

Omnichannel



Seamlessly target or extend campaign reach on global first-party audiences across mobile, CTV and DOOH screens.

Connecting DSPs to High-Quality Audiences



Benefit from our stringent app onboarding policies, automated fraud detection, built-in viewability, and compliance to leading quality standards.

Lead*i*D Tech Stack Model

IVT & PREVENTION



MMP INTERGRATIONS



PROGRAMMATIC In App & CTD



DEVELOPMENT



EVERFLOW



**Partner Marketing, Affiliate
Management & Tracking**



LeadiD

Fraud Prevention Solutions

Stage 1 Impression Scanning

App ID	Gross Ad Counts	SIVT Ad Counts ▼	SIVT Ad Counts %
magazine.lensvid.com	20,265	20,257	99.96%

Impression
Scanning

Pre Bid Impression Scanning

- Block Data Centers
- Unlisted Apps
- Block Known Invalid Traffic
- Only Bid on Clean Inventory

Post Bid Impression Scanning

- Real Time Black Listing
- Removal of Malware and Phishing
- Real Time Feed to Prebid Scanner
- Viewability Score

Brand Safety

- Transparency
- Optimized Media Performance

LeadiD





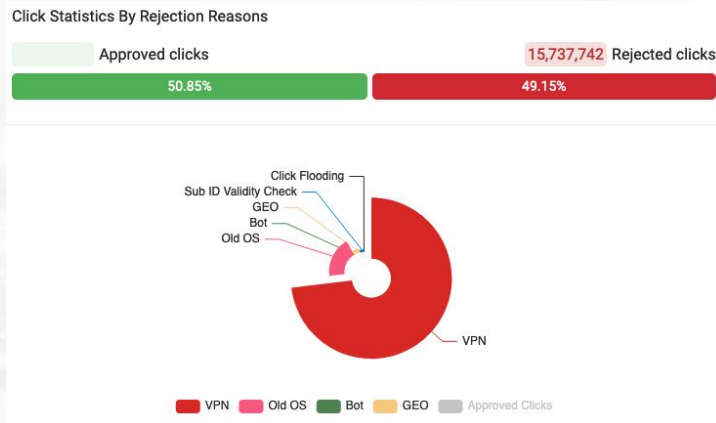
LeadID

Fraud Prevention Solutions

Stage 2 Click

Click Blocking

- Meta Refresh Upon Click Using Custom Domains
- Fraudulent Clicks rerouted to an outside domain
- Blocks Residential & Commercial ISP's
- Blocks Bots & Unwanted Geo's
- Blocks Old OS at the device and browser level
- Prevents Click Flooding
- Compliance with P360,M Filter, Adjust Insights & other MMP fraud tools
- Limit Subs, control click volume at a 5 minute interval
- Limit Duplicate IPs, User Agents and Device ID



LeadID

2 metrics



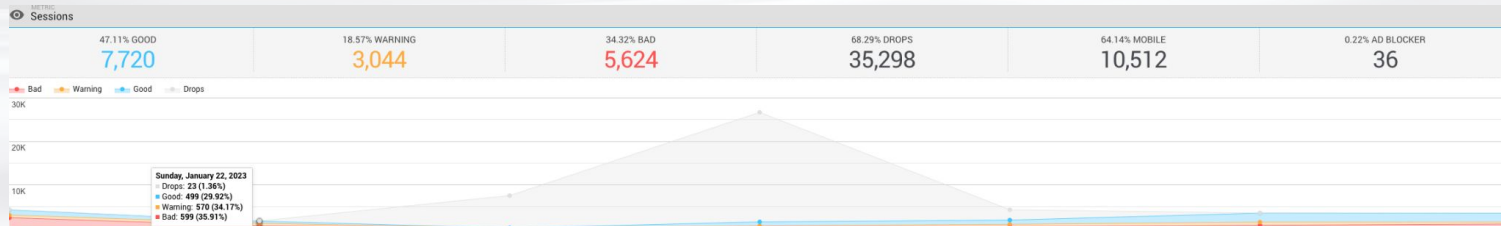
Lead*i*D

Fraud Prevention Solutions

Stage 3
Post Click

Proprietary Delayed JS Redirect Validated By the Anura Script

- 1500ms delay validates intent
- Anura JS script runs during the delay
- Intentional Human Traffic Sent to Advertiser
- Everything Else is Routed to an External Domain
- Publishers and Subs are blocked and repeat blocks result in suspension



Lead*i*D





LeadiD

Fraud Prevention Solutions

The Flow

1. https://www.leadiidtracking.com/B37MNP/GJKWKFT6/?source_id=200&sub1={transaction_id}&sub2=24&sub3=id1367232195&sub4=TripleSweetPuzzleMatchThree&sub5=XXXX-XXXX-XXXX-XXXX

2. https://www.trafficmob.net/B37MNP/GJKWKFT6?source_id=200&sub1=%7Btransaction_id%7D&sub2=24&sub3=id1367232195&sub4=TripleSweetPuzzleMatchThree&sub5=XXXX-XXXX-XXXX-XXXX

3. https://in.fun-arcade.net/offer/everflow/214309?lid_url=https%3A%2F%2Fziprecruiter.fdc73.net%2F%2F1204024%2F1559006%2F10589%3Fsubid%3D3b53dd31f36f4984a857d3c9bf11f9e0%26sharedid%3D200%26subid%3D3DTripleSweetPuzzleMatchThree%26subid%3DXXXX-XXXX-XXXX-XXXX&lid_check=off&lid_skip=off

4. <https://ziprecruiter.fdc73.net/c/1204024/1559006/10589?subid2=3b53dd31f36f4984a857d3c9bf11f9e0&sharedid=200&subid3=TripleSweetPuzzleMatchThree&subid4=XXXX-XXXX-XXXX-XXXX>

5. https://ziprecruiter.com/Search-Jobs-Near-Me?utm_source=impact-acq&irclickid=zAqSCXR59xyNTKjVPB3uu2gXUkA1M%3Aw90zl3Ql0&partner=Lead%20ID.&sharedid=200&tsid=180000423&irgwc=1

6. https://www.ziprecruiter.com/Search-Jobs-Near-Me?utm_source=impact-acq&irclickid=zAqSCXR59xyNTKjVPB3uu2gXUkA1M%3Aw90zl3Ql0&partner=Lead%20ID.&sharedid=200&tsid=180000423&irgwc=1

Screenshot

ZipRecruiter

Sign In

Custom Tracking URL –
Clickshield 24 Metrics Check Pass



Meta Refresh to Offer Tracking URL



Internal URL w Anura JS Script
Validation



Redirect to Advertiser

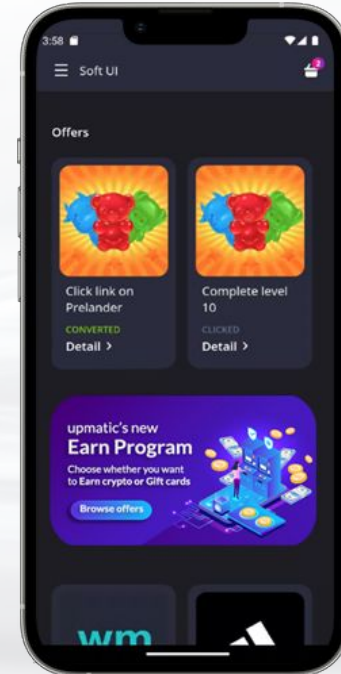


Coming Soon

Upmatic

A Rewarded Game Play App

Earn Rewards: Play games on your mobile device and earn real cryptocurrencies like Bitcoin, ETH and Polygon.





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