Introduction of Push

Push

1 Basic Information:

1.1 Feature:

Available on Miads for **Retargeting;** Only support CPC model.

Placements

Select placement   PUSH

Media/Ad placeme   ☑ All   Added: Media1/1,Ad Slots1/1
nts:

| Enter keywords | 🔍 |

☑ GLOBAL_NOTIFICATION   ☑ 1.316.6.1

1.2 Product categories that are prohibited from push:

- Financial category: only bank APP and head payment provider (simple payment like paypal is fine), the rest cannot be invested;
- VPN: global ban (browsers, etc. with some VPN functions can vote)
- Gambling: There are only 5 products that have been specially approved in the RU area, and others cannot be invested
    - Фонбет – ставки на спорт (ru.bkfon)
    - Лига Ставок – ставки на спорт (ru.ligastavok.android)
    - National lottery (com.national.lottery)
    - Betboom (ru.betboom.android)
    - Париматч (com.parimatch.russia)
- Real Money category: specifically India Card \Casino\RMG\Sports\Strategy category cannot be cast

1.3 Additional restrictions for special regions (IN, Western Europe):

> Due to the high historical user complaints and associated legal risks, India and Western Europe are listed as sensitive high-risk areas

- App Retargeting Push： Evaluation risk is low and can be continued in global
- Webpage Push: Special approval is required
- Unlimited in other regions

1.4 Pricing Card:
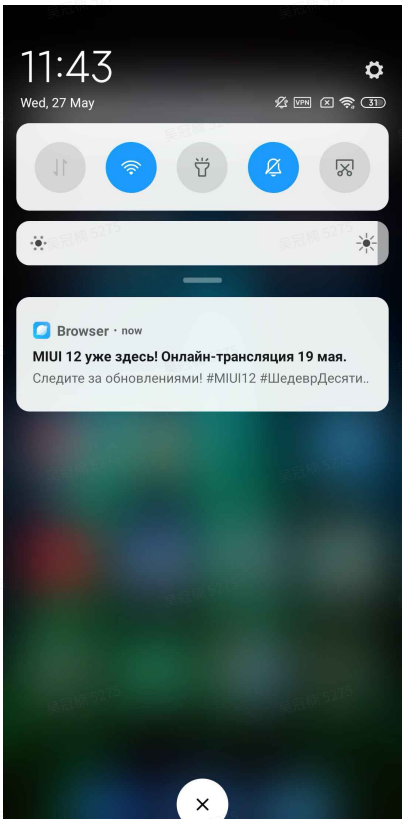
CPC: EU: $0.06; Others $0.03
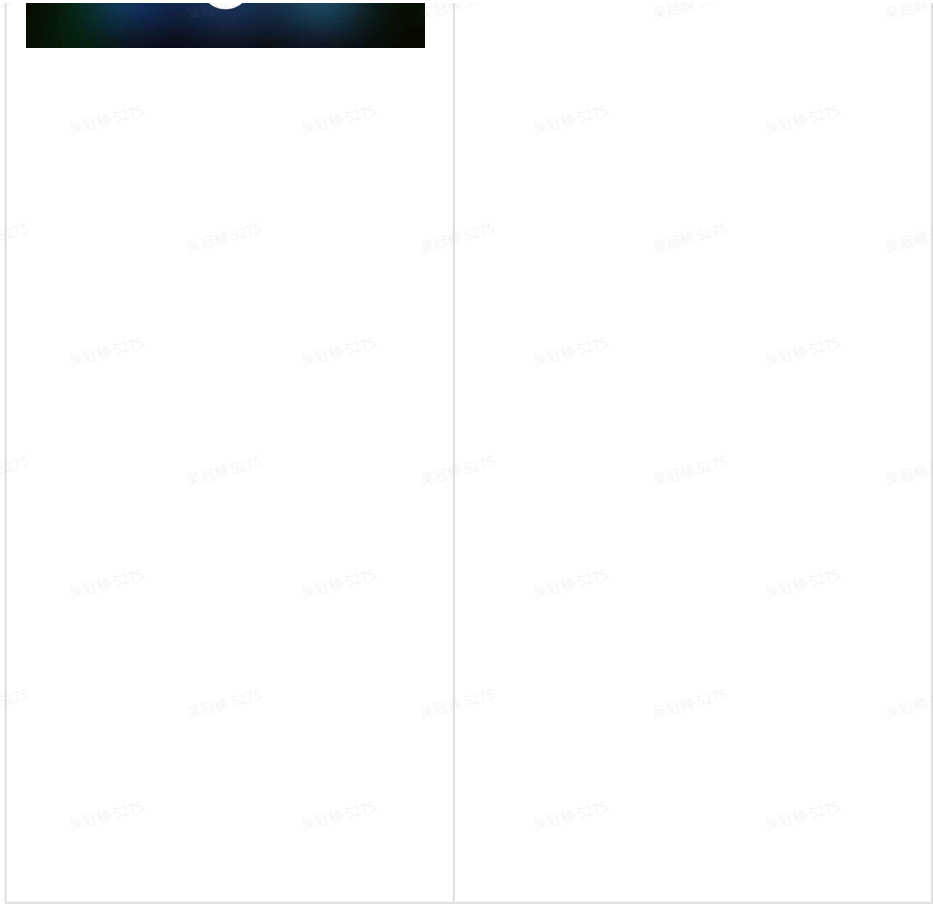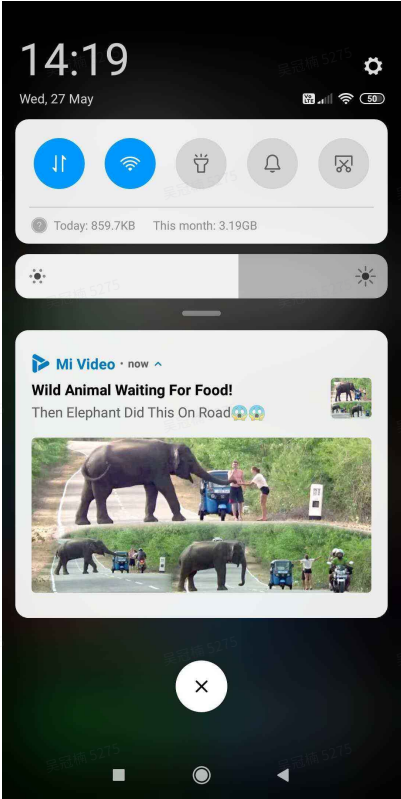
1.5 Performance:

CTR: around 5%

2 Ad Format:

> 📝 We support three ad formats: **Standard template, Big picture template,DIYtemplate**

2.1 Standard template
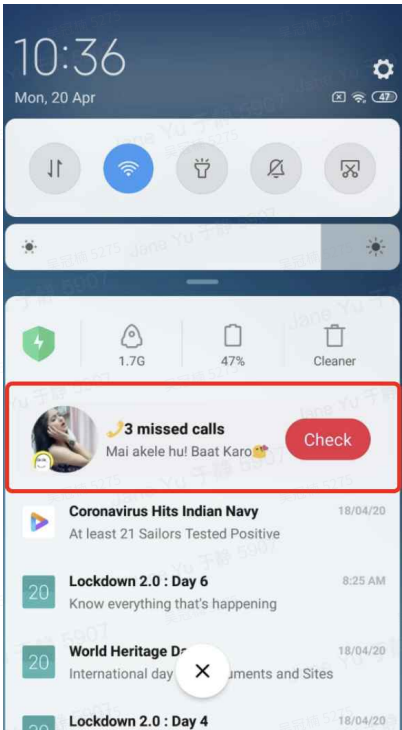
Screenshots	Elements
	Title： 30 characters **Content**： 40 characters **ICON:** - format： jpeg,png,jpg - size： 180*180 - At most 30kb **Emoji:** X

2.2 Big picture template

Screenshots	Elements

	· **Title：30 characters**
	· **Content：40 characters**
	· **ICON：**
	  ◦ format：jpeg,png,jpg
	  ◦ size：180*180
	  ◦ At most 30kb
	· **Image：**
	  ◦ format：jpeg,png,jpg
	  ◦ size：800*360
	  ◦ At most 1024kb
	· **Emoji：√**

2.3 DIY template

Screenshots	Elements
	· **Title**：30 characters · **Content**：40 characters · **Image**： 　◦ format：jpeg,png,jpg 　◦ size：180*120 　◦ At most 30kb · **Emoji**：√