

# Introduction to Marfeel

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# 3 key goals in mind

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Committed to continually improving the mobile experience, Marfeel provides publishers with a suite of optimal tools for their websites through 3 key pillars:



More Speed



More Engagement

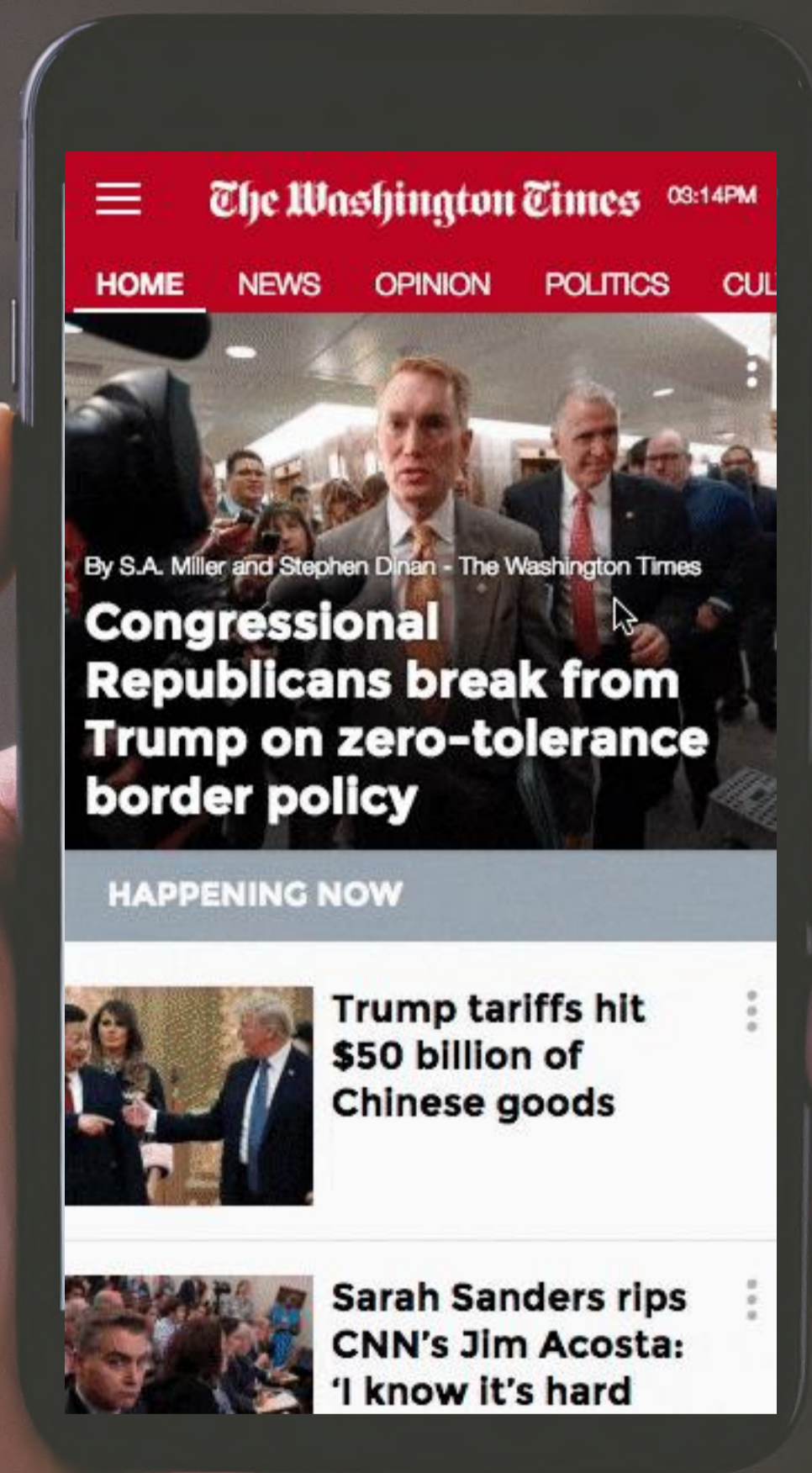


More Revenue

# See it in action

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Make it easy to use,  
make it fast



- Instant loading <0.7s
- Instinctive app-like experience
- Smooth swiping navigation
- Adaptive design
- Navigation levels (Mosaic, Details, Gallery)
- Discovery Menu and Sections
- No site re-direction (no m.site)

# Top 1% of mobile sites

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A great indication of mobile performance



# Monetization Engine

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## Supply-Side Platform

The highly sophisticated, proprietary APIs that apply the ideal floor prices and optimize target segmentation to maximize ARPU



## Quick Response

Dynamically adjusts ad placements and page layouts, based on usage, type of traffic, time of day and click frequency.



## Premium Ad Formats

The Marfeel solution delivers numerous enhanced features to optimize the presentation, integration, and monetization of ads.



## Above The Fold

Puts all ad impressions in full view and “Above the fold”, increasing the value of ad placements (eCPM).



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