Mobile programmatic advertising is maturing at an accelerated pace and mobile ad fraud accounts for $9.93 billion USD worldwide.

Brands need transparent visibility into mobile campaigns to respect their valued consumers and make their marketing investments count! At S4M we know that fraud cannot be eliminated but it can be flagged so advertisers only pay for true human engagements.

**ADVERTISERS' PROBLEM:**
Existing buying models are flawed

We know that 100 ad requests will not equal 100 ads rendered on the users’ mobile devices. Often this 

discrepancy is not accounted for and advertisers end up paying for invalid traffic. When counting clicks, brands do not have assurances that they are paying for intentional user engagements instead of robot traffic.

The lack of standards today combined with measuring discrepancies have costly and long term effects for the industry.

**S4M SOLUTION: CPLP buying model**
Start paying for true visits

This unique buying model is based on KPIs accredited by the Media Rating Council (MRC)**— including mobile post-ad metrics, to guarantee TRUE USER ENGAGEMENTS and REAL CONVERSIONS. As mobile pure players, we drive mobile campaign performances and deliver the best mobile user experience in-app and on mobile browsers.

Start measuring human engagements that really count!

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1 Study conducted by S4M on 92 campaigns between July 2016 and February 2017.
The Path, an immersive brand experience, tailored for the Cost Per Landing Page (CPLP) buying model

The Path puts the user experience first, with a recurring CTA to maximize engagement. This format delivers a catalogue effect allowing users to browse an entire product range.

Advertisers can now measure KPIs based on the CPLP buying model: served impressions, validated clicks and the number of arrivals on the landing page.

This distinct mobile format significantly increases time spent, and in-ad actions, as well as boosting brand recall and attribution.

To see more creative formats visit our website

www.s4m.io/showcase

See The Path in action

ABOUT S4M

S4M (Success for Mobile) is an innovative mobile advertising company, and the only technology platform with MRC accreditations for post-ad measurements in mobile browsers and apps. To truly respect users, we are transforming mobile ads into genuine personalized content for each consumer.

Our mission is to define a win-win balance for advertisers and mobile end-users.

S4M delivers millions of unique mobile experiences every day

+1.3bn
UNIQUE DEVICES GLOBALLY

+1,500
CAMPAIGNS PER YEAR

+500
BRANDS WORLDWIDE

TO FIND OUT MORE ABOUT THE CPLP BUYING MODEL…
GET IN TOUCH!

More information at www.s4m.io
Follow us Twitter @S4Mobile

*S4M annual figures based on a sample study in 2016.

**The Media Rating Council (MRC) is an American independent industry organization that conducts annual external audits to ensure valid, reliable, and effective audience measurement services. S4M is fully accredited among other companies like, Google, ComScore, Facebook, and Adobe. Today, we are the ONLY platform accredited for mobile post-ad metrics including landing page arrivals in browsers as well as app installs and opens.