

KIT GLOBAL
WORLD-CLASS DIGITAL SERVICES



Digital marketing at your service



We bring audience engagement and conversions boost, leads and purchases, revenue and profit.

Our clients achieve the most ambitious business goals with our products.

34 Marketing products

5K Clients all over the world

21+ Years of expertise

Our expertise

We create full comprehensive strategies based on your business KPIs. Specify the desirable goals - and we will find the way to achieve them

What we offer:

- ✓ Environment analysis
- ✓ Competitor analysis
- ✓ Target audience definition
- ✓ Key Message & USP
- ✓ Digital communication
- ✓ Media planning

Brandformance

Building the brand awareness and reputation

Performance

Increase the current demand

Website Boost

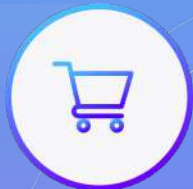
Working on decision-making

CRM-Marketing

Improving the loyalty

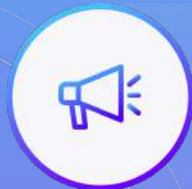
CPA

Excellent performance-based service



SMM

Your personal blogosphere navigator



MOBILE

Ultimate "Pay-for-Result" service for mobile apps



STRATEGY

Customized 360° solution to achieve your business goals



WEB

Solid expertise for the best customer experience

SEO

Unique approach to a classic tool



PRODUCTION

Effective solution for your content



How we work

OUR REWARD =
BUSINESS
PERFORMANCE!

Flexible system of rewarding the agency depending on the specifics of your business. Main KPI is your money!

- Lower CRR
- Revenue growth
- Sales increase

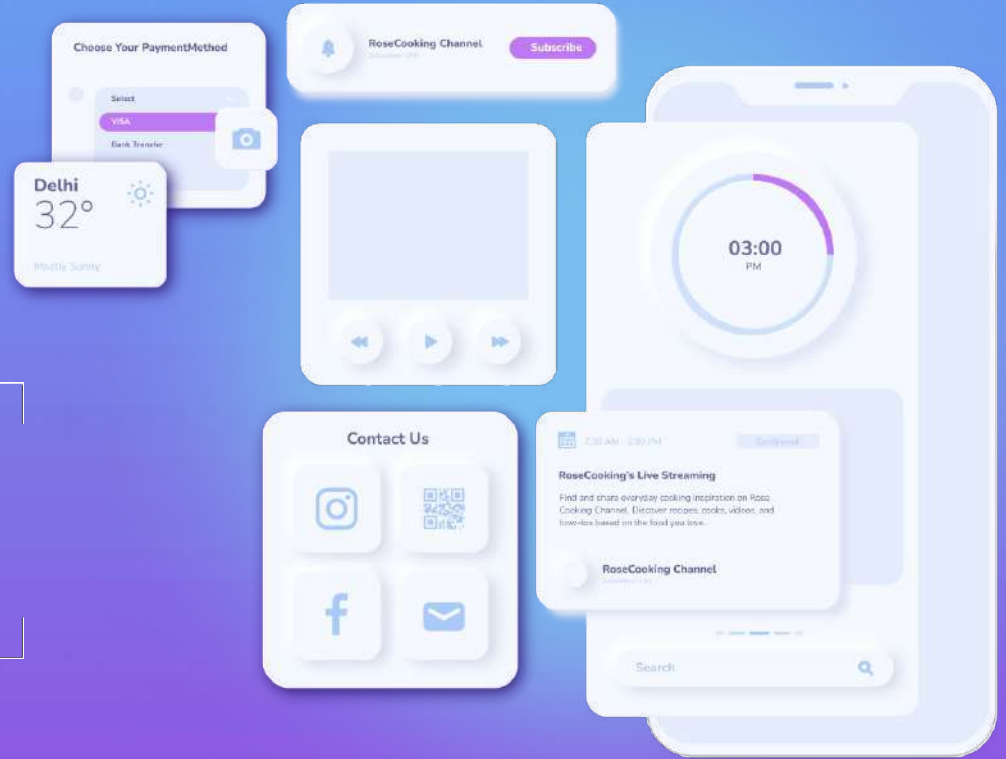
- 1 ● Fully immersed in the business specifics
- 2 ● Develop and approve the plan to achieve the goal
- 3 ● Results-oriented, regularly testing new hypotheses
- 4 ● Manage real-time performance

KIT GLOBAL:

Digital products in charge
of your business

KIT WEB:

Websites and applications that users want to interact with



Who we are

We specialize in UX analytics, user interface development and enterprise solutions



Research

We will conduct a respondent UX research. Test the interface and develop a strategy



UX/UI

In a short time we will make wireframe and UI



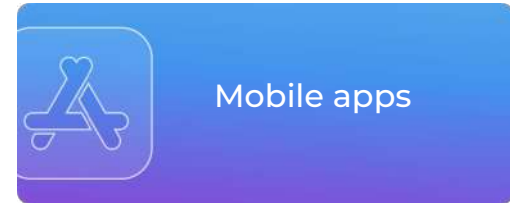
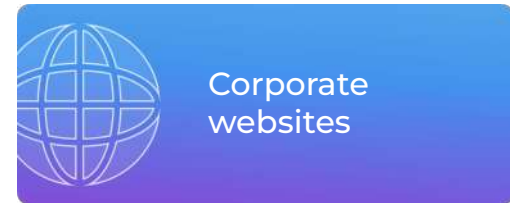
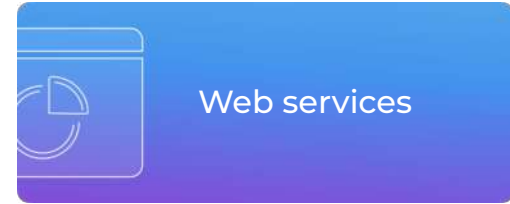
Frontend

We make a fast and modern frontend in ReactJS or VueJS



Backend

PHP: Laravel, Symfony



Core Competencies

We provide solid expertise in web and mobile interface development

UI / UX

Web and mobile application interfaces

We have dozens of rich interface projects in our portfolio

We focus on fintech, development, and product interfaces

Research

In addition to interface development we are also a research company

We do respondent research for clients and produce independent reports

Frontend

ReactJS

For websites, interfaces and apps

React Native

For apps

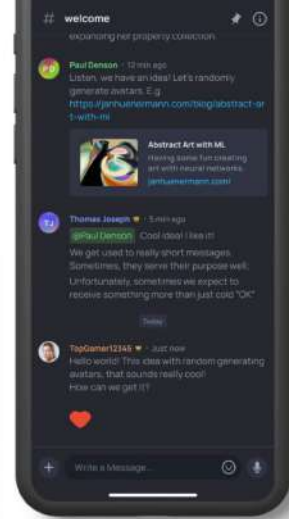
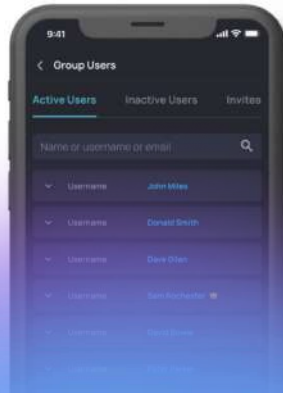
VueJS

When the customer is more comfortable on Vue

Case study

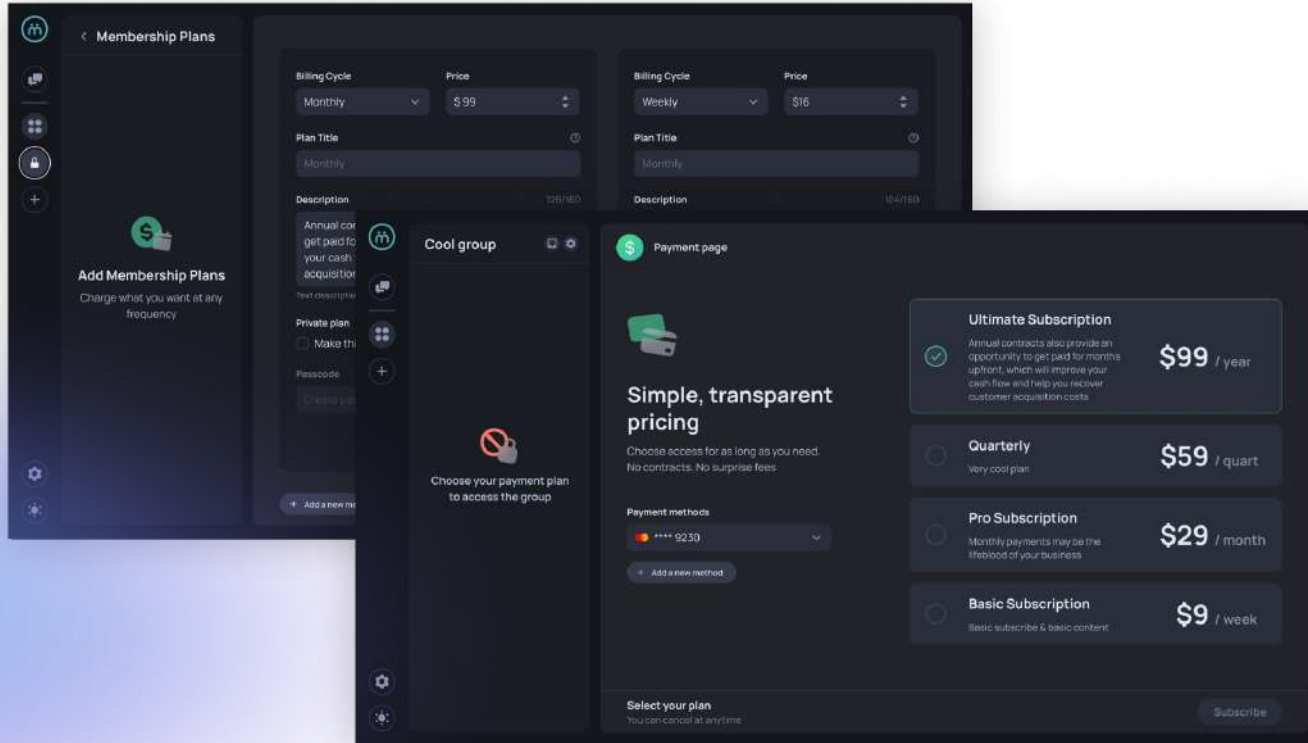
Memberset is a chat platform with paid access (via subscription) to groups from and for the US

We provide 360 approach to the website and mobile app development





Here are pages of the project's financial part — subscription selection. You can add payment cards and change your subscription plan in the app



KIT SEO:

Unique approach for
a classic tool



How It Works



Our services



Comprehensive SEO audit

Easy start to boost your business. Get the best result based on your industry insides



Local SEO

Reach the top of the local search with a high-effective geo targeting



International SEO

Open new markets for your business with our complex strategy



Enterprise SEO

Beat your competitors with the deep-dive analysis

Our services



E-Commerce SEO

Overcome the sales stagnation with our ultimate services



Content Marketing

Attract target audience with ultimate quality content



Link Building

Maximize the effectiveness of your budget with top-level backlinks

What we offer

1 360 analysis
Our team goes deep into your industry and finds opportunities to be focused on

2 Strategy based on data
Get a precise strategy based on an effective tactical plan

3 Effective tools only
We concentrate on the most fruitful requests only

4 Semantic core optimization
We keep updating to have the most effective keywords in the scope

5 Detailed traffic analysis
We set all the tracking systems up for better audience analysis

6 Goal-oriented performance
We offer a strategy to optimise leads and conversions

Case study

x **547 times** more traffic for the last 4 years of cooperation!

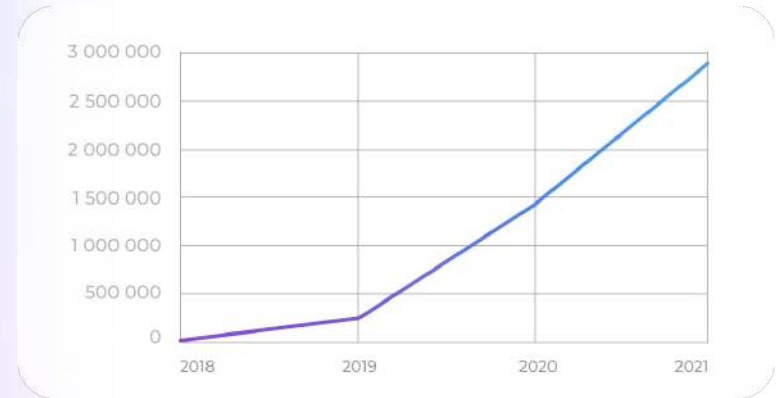


Client

One of the biggest national health food delivers

296 652 unique users per year

Unique users traffic increase:



KIT SMM:

Your personal
blogosphere navigator



SMM Goals



Stages of work

- 1 Analysis and promotion strategy
- 2 Promotional tactical plan
- 3 Brand promotion in accordance with the strategy

Our services



Social Network Ad Campaigns

- Brand awareness
- Followers attraction
- Lead generation



Community management

- Community creation
- Content preparation
- Moderation



Influence marketing

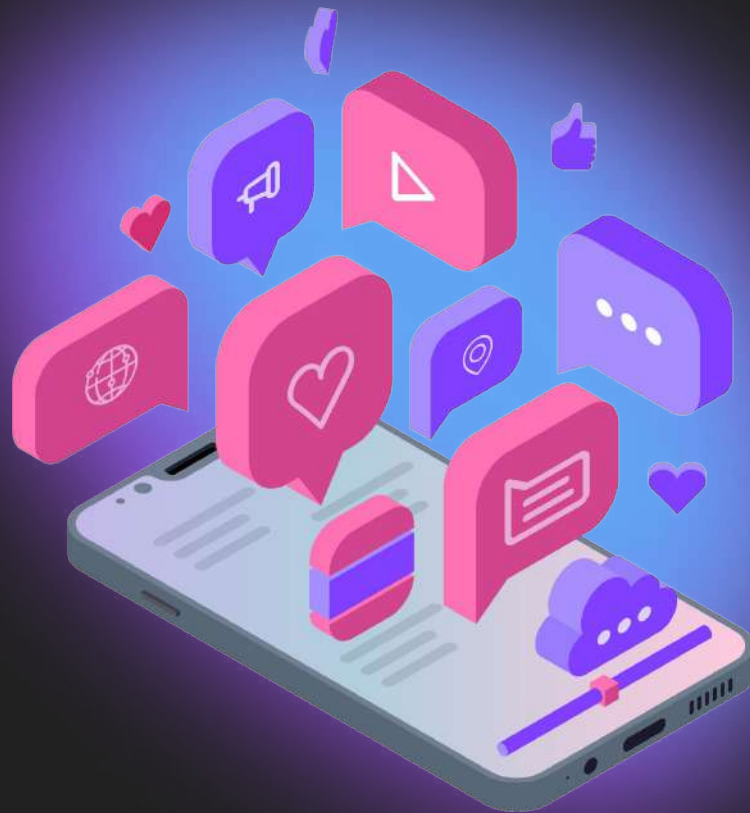
- Blogger's selection
- Communication with Influencers
- Results analytics



Content production

- Photo Production
- Video Production

- ✓ **Free services** from analysis to future recommendations
- ✓ **Text, photo, video** production
- ✓ **10+ years** of experience
- ✓ Working with **a personal manager**
- ✓ Connecting the project to **specialized services**
- ✓ Deep **industry analysis**



Case study



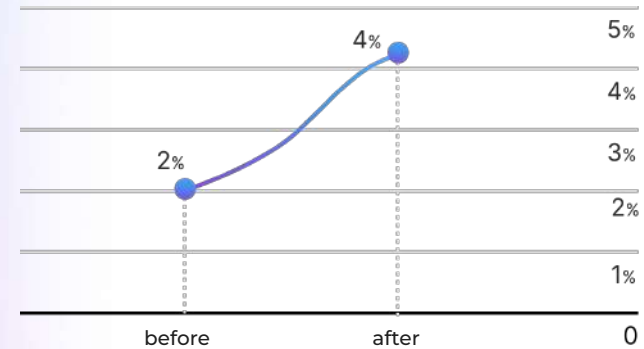
Client

Online creative cake delivery service

The main goal: Increase the growth of sales and the number of followers on social network, and double the average order check

50% revenue growth

Conversion rate



KIT CPA:

Target actions for real performance payment



E-Com



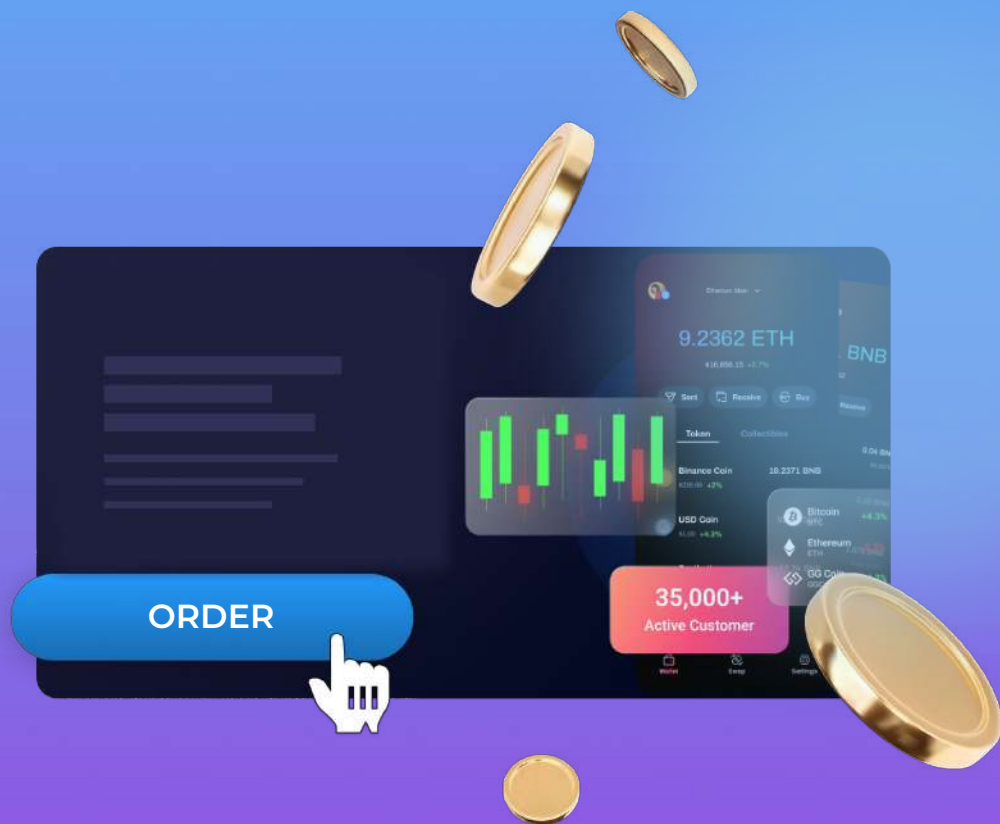
Shopping Rewards



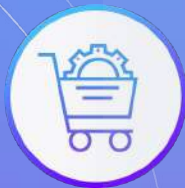
Finance



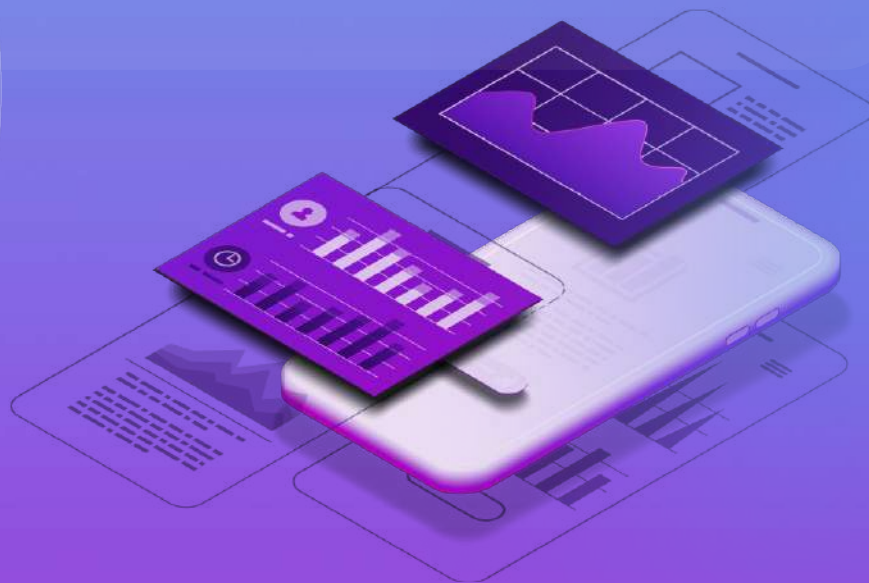
Games



KIT CPA
E-com



We help advertisers and webmasters to build a solid fruitful cooperation. Raise your sales through quality analysis, detailed statistics and tech support



Who we are

We have a specialization in e-commerce, travel and online services for more than 11 years which helps us to get deep expertise into your business

- **Maximum expertise**

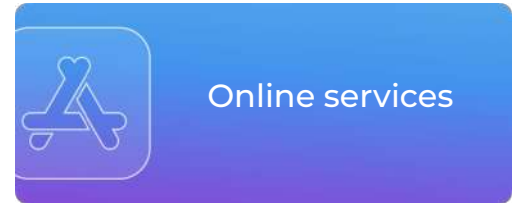
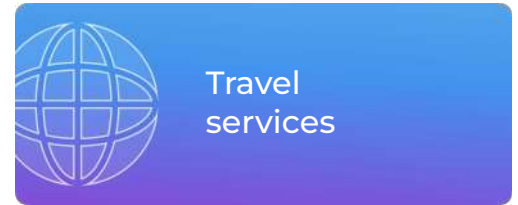
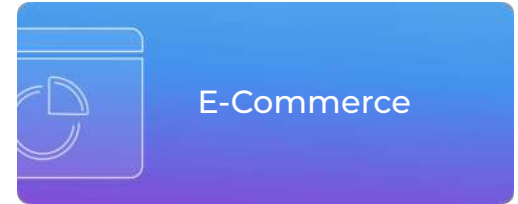
Focused on promotion of 3 segments only

- **High-quality and clean traffic**

With our partners we ensure full control over advertising

- **High level of client service**

We work with advertisers, spending enough time and resources for every ad campaign



Problems we solve

- 1 We increase the advertiser's website traffic
- 2 We help to fulfill plans and reach goals by increasing sales
- 3 We provide a wide range of traffic sources
- 4 We lower ads Cost Revenue Ratio
- 5 We increase brand awareness
- 6 We are constantly looking for new traffic sources for you

Our tools



Bonus program



Promo codes/
coupons

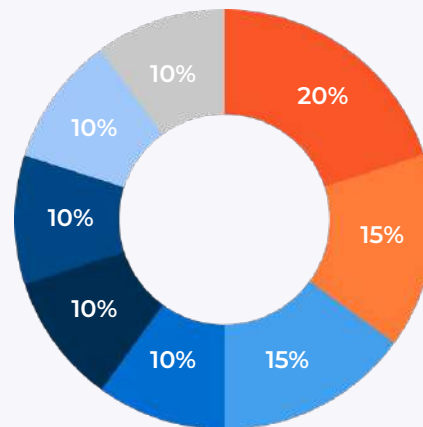


Special promo
from partners



Special conditions
for partners

Segmentation by traffic sources



- Telegram Channels, Media Houses
- Cashback and loyalty programs
- Coupon services
- Retargeting
- SMM
- Showcases
- Influencers
- Content resources and others

How we work

1

Start

Your offer is posted on the affiliate network

2

Traffic acquisition

Publishers connect to your program and begin to drive traffic/orders

3

Payment

You pay for the received orders according to the CPA model in the next month after verification

What we offer

Approximately 2 million hits per day
from various and unique sources

Best traffic worldwide

- ✓ Contextual advertising
- ✓ Banner advertising
- ✓ Doorway
- ✓ Email newsletter

We provide clear, flexible and
scalable tools

Transparent Analytics

- ✓ XML statistics
- ✓ Direct links
- ✓ Traffic-back
- ✓ Domain statistics

KIT E-Com Partnership

We provide the opportunity to boost sales with our tools. Get rewards for affiliate program development

- ✓ The points you earn **depend on the amount** you spend on our platform
- ✓ The **more bills** you have, the **more points** you earn

How to get **points**?

- 1 Reach the monthly bill amount threshold
- 2 Complete the tasks

KIT CPA Finance

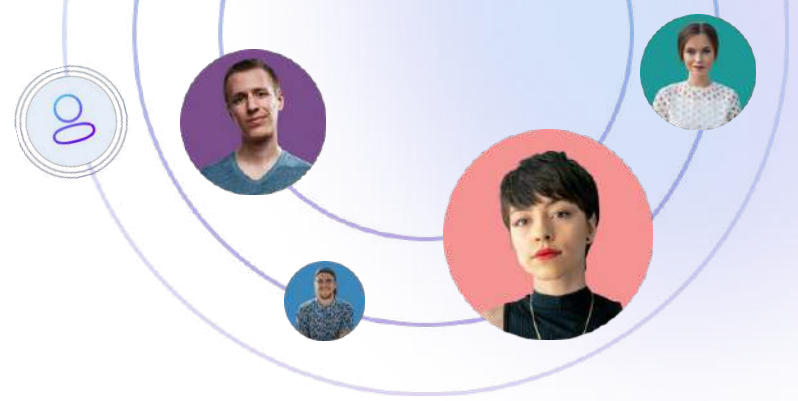


Real performance for fintech clients. We bring together advertisers from the financial sector and publishers. Get the best from our unique experience



How we work

We help advertisers to attract clients effectively and webmasters to get profit in the financial world



Advertiser

Places its advertising product offer in the KIT Global system



Publisher

Gets access to many offers and delivers traffic



Verticals

- Banking
- Fintech
- MFO
- Trading
- Crypto

More about traffic types

Mobile

- ✓ ASO
- ✓ In App
- ✓ Social Media Ad
- ✓ Messengers
- ✓ Pre-installed software

Desktop

- ✓ SEO traffic
- ✓ Contextual advertising
- ✓ Social Media Marketing
- ✓ PopUp Ad
- ✓ Teaser network
- ✓ Banner Ad
- ✓ Cashback
- ✓ Discount and coupon aggregators
- ✓ Hyper-Contextual Ad
- ✓ Creatives

Why KIT Global?

Get only high
quality traffic!

We offer the optimal rate, favorable working conditions and trusted publishers, followed by further technical and financial communication with them



Support

Personal manager to support the work of the campaign



Statistics

Transparent and detailed statistics



Lead generation

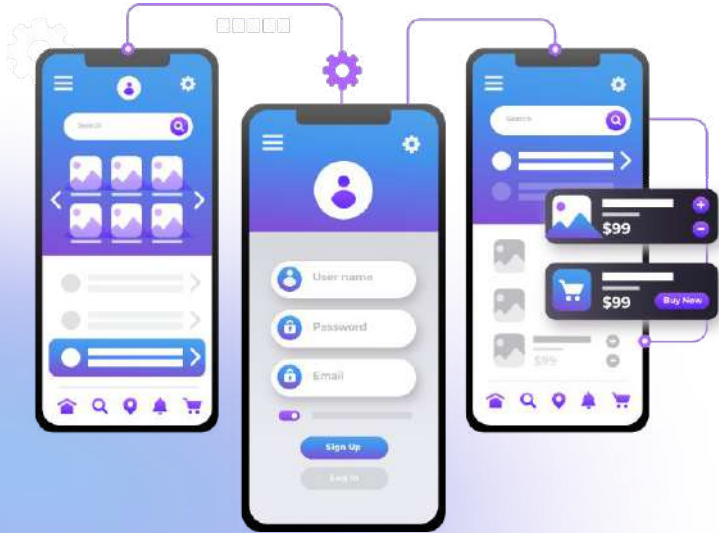
Access to the base of publishers with targeted traffic



Quality

Our own tools for suspicious traffic identification

Types of traffic we work with



We strictly moderate publishers before start. Your advertisement is placed only on trusted placements with a full Brand Safety compliance.

- ✔ Content sites
- ✔ Social networks
- ✔ E-mail marketing
- ✔ Financial storefronts
- ✔ Contextual advertising
- ✔ Broker traffic

Platform and tools



API integration

Automatic applications uploading to the advertiser's CRM, data synchronization



Traffic monitoring

Automatic detection of suspicious traffic using built-in antifraud modules



Detailed statistics

Access to transparent statistics of clicks, transitions, targeted actions and traffic sources



Scoring system

Verification of the application with full data, obtaining a credit history

How to start

1

Sign up

Sign up or login to your personal account, where you can track all the indicators of the advertising campaign

2

Agree on working conditions

Determine the target actions and payments for them, the requirements for advertising and the rules of your offer

3

Set up the integration

Set up tracking with our platform to receive applications and confirm their status

4

Place an offer in the system

Provide all the necessary promotional materials to launch the offer in the system

5

Get traffic

Receive and process traffic from publishers who have passed moderation when connecting to your offer

Case study



Client

Mobile app for online credit and credit cards

Mechanics: A storefront mobile app, which redirected the user to the official site of the advertiser

22.34% CR

32.35% AR

2.8 EUR eCPC

12.3 EUR eCPL

*client cannot be publicized by the NDA

The logo for KIT CPA Shopping. It features the letters 'KIT' in a bold, white, sans-serif font, with the 'I' enclosed in a white circle. To the right of this, the text 'CPA Shopping' is written in a white, sans-serif font, with 'CPA' on the top line and 'Shopping' on the bottom line.

KIT CPA Shopping



We bring new customers to E-Com with coupons. Boost your sales and get loyal clients with a unique referral program. Join our partnership to become the industry leader.



India's Leading Shop Network

We **reward customers** who shop online in our partners' stores with vouchers and special offers

43 000 000+

unique shoppers
monthly

>200

online shops in
the network

1

day to get integrated in
our platform

>10%

conversion for your
store



How it works

1

Reward after order completion

You can thank your customers with a voucher from one of our partner shops after the order

2

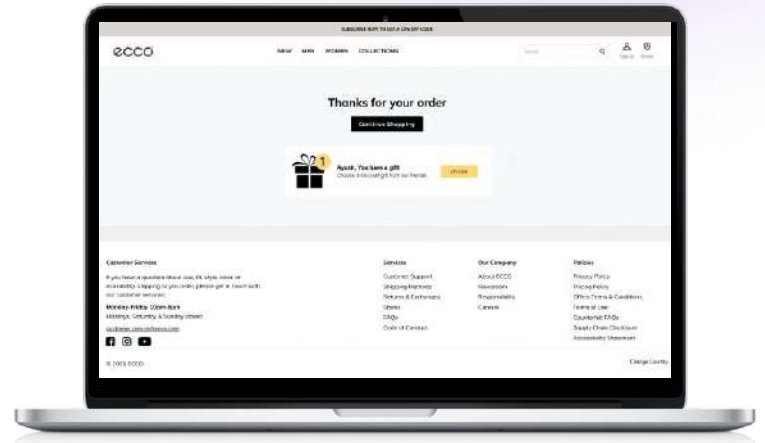
Choosing a voucher

After order confirmation your customer is taken to our voucher page and can choose a voucher

3

Redeeming a coupon

Customer will be rewarded again with a non-competing voucher from other stores when the next order is made



Ready solutions for main e-com challenges

Increase in sales

Our partners gets traffic from big online players and engaging shoppers



New loyal customers for your email base

We offer to subscribe at a right moment, when a customer most ready for it. CTR of our base is more than 30%



Personal loyalty program

Regain customers via offers. It's a best way to say "Thank you" for the purchase



Platform newsletters

Our new shoppers will follow discount digest or individual branded newsletter with your unique offers



Case study

x 2 times more orders for 6 months of cooperation with us!



Client

Yves Rocher is a French skin care, cosmetics and perfume company

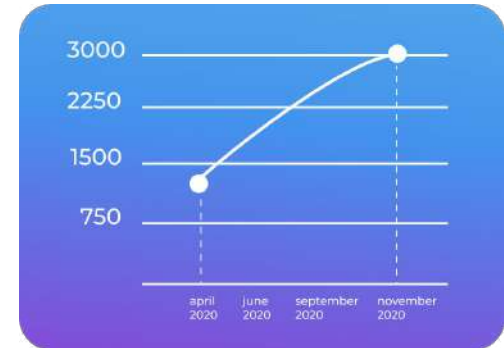
>10%

average check growth

3 000+

orders per month

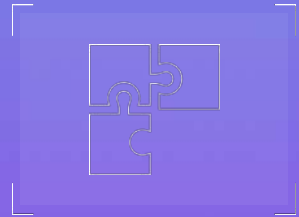
Number of orders per month





We have a solid background in games promotion worldwide.

Be on the top with our affiliate program. Get the loyal and paying players.



Our features

3

days minimum
hold for all offers

15

minutes takes integration
and acquaintance with the
system

100+

offers with high rates

15 000+

webmasters are already
working with us



Our features



Transparent Analytics

- ✓ Stable and timely payments
- ✓ Many clients worldwide
- ✓ High-tech and "transparent" platform

For advertisers

- ✓ All relevant traffic sources
- ✓ Verified webmasters
- ✓ Anti-fraud system
- ✓ Personal manager

Why KIT Games?



Tools

An extensive set of tools for monetizing game traffic



Technical support

A personal manager who is ready to answer all your questions



Team

Experienced and competent specialist in the field of digital services



Moderation

Only proven and reliable platforms for advertising, which avoids fraud



Revenue

Attracting only targeted traffic that brings profit



Result

Organization of high-quality promotional support

Traffic we work with



Targeted
advertising
and RTB



Video
bloggers



Streaming
services



Content
sites



Contextual
advertising



Email
marketing



Social
networks



Teaser
advertisement

Results



WOW is a free-to-play naval warfare-themed massively multiplayer online game

eCPC 0,031 USD

CR 2,46%



League of Angels III is the sequel to the legendary saga of the winged warriors

eCPC 0,0019 USD

CR 2,75%



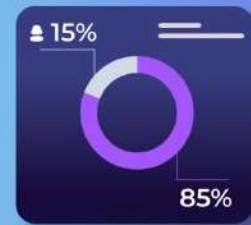
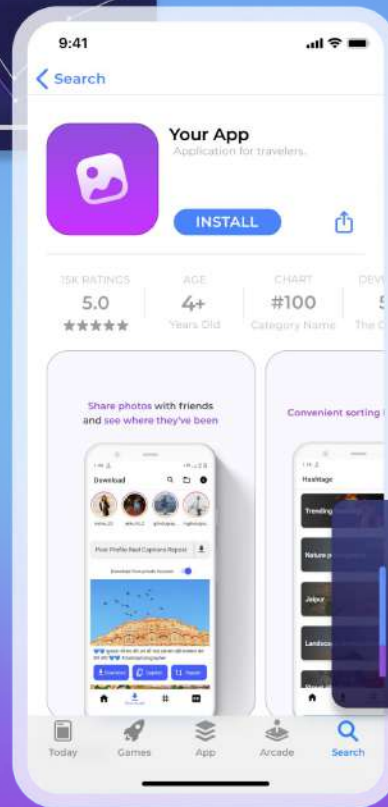
Book of Heroes is a collection card online role-playing game

eCPC 0,0057 USD

CR 6,64%

KIT MOBILE:

Ultimate service
for mobile apps



Full transparency and “Pay-for-Result” model for the efficient performance



KIT Mobile is focused on attracting a loyal audience to your apps.

We use CPA, CPI and commission-based payment models to provide our clients superior services.

 640 happy clients

 754 900 campaigns

 38 000 000 target users

Deep expertise for the ultimate result

We do extensive research into the client's industry to gain crucial insights and turn them into an **outstanding performance**

- ✔ E-com
- ✔ Entertainment
- ✔ FinTech
- ✔ Pharma
- ✔ FoodTech
- ✔ Education



How It Works

Our in-house team has deep expertise in every aspect of app promotion

Traffic we use:

- ✓ Social networks
- ✓ Advertising networks
- ✓ In-app advertising networks
- ✓ Search platforms
- ✓ Web services

Traffic suppliers



MMPs



✓ More than **100 countries** available

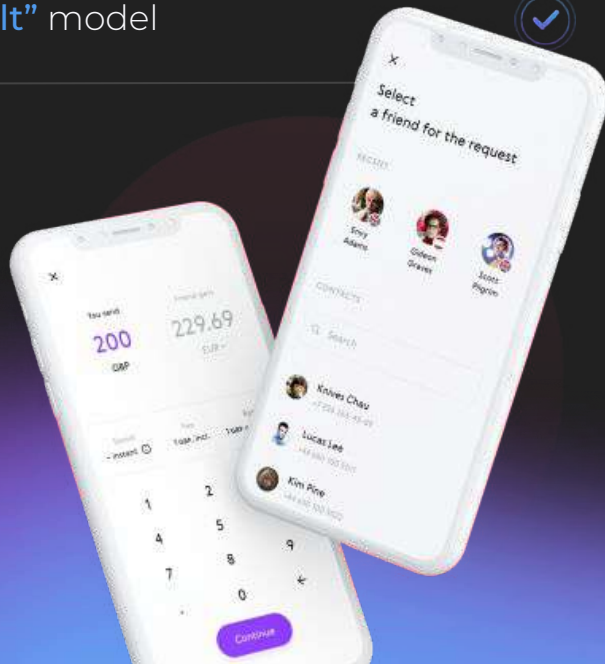
✓ **Deep** walled-gardens, CPA / Ad Networks, DSPs **expertise**

✓ Customized **approach** to every client

✓ 360° **In-House team**

✓ **“Pay-for-Result”** model

✓ **6+ years** of experience



ASO as the key to success

Get the best from [Apple Search Optimization](#):
increase organic traffic, improve the conversion rate
and gather more revenue

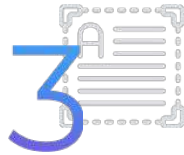
How we work:



Promotion
strategy



Visual
optimization



Contextual
optimization



Ranking
improvement



Organic traffic
boost

Free app audit to start with

We offer a free ASO audit to improve your app promotion performance. Maximize your result with our expertise.

ASO audit includes:



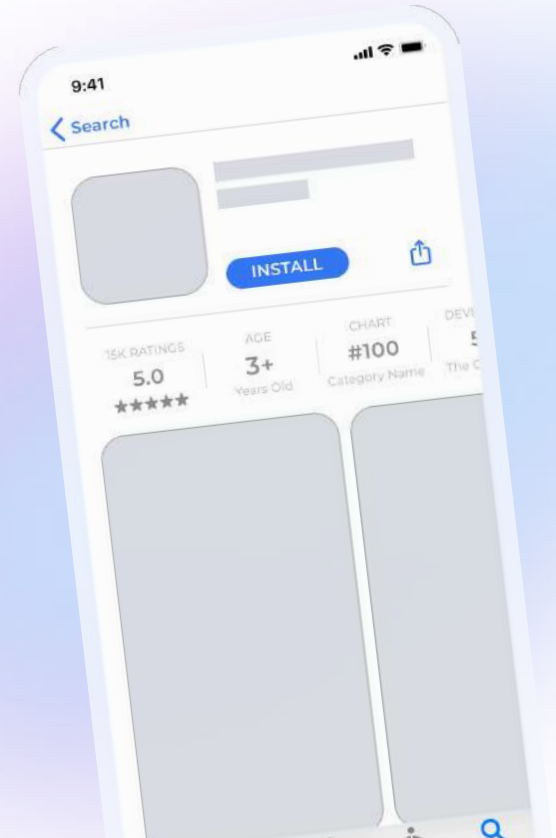
Objectives &
Tasks setup



App analysis



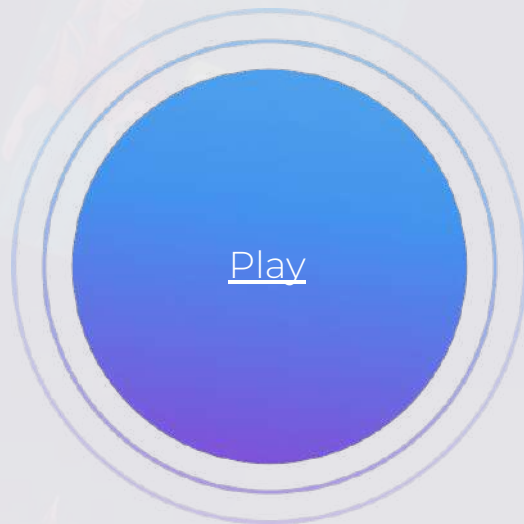
Audit reports &
recommendations





Creatives that engage

Explore ultimate creatives KIT Mobile offers in collaboration with Creos



HERO WARS
BECOME A HERO!

SPRING VALLEY
Farm Adventures

PLAY NOW

TRY NOW

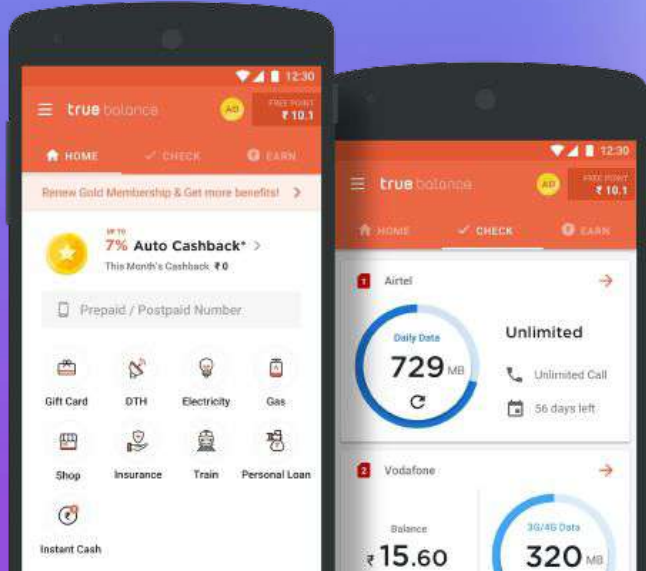
KIT Cases

EXPLORE
THE ULTIMATE
EXPERTISE



Case study

Over 23,000 new credit requests approved in TrueBalance mobile app



Client

True Balance is a personal loan app that has been trusted by over 75 million users.

App Installations: **50+ million**

Platform:



Geo:



23 000+

loans issued

>5%

CR from registration to approved loan application

100%

execution of KPIs by CR from install to approved loan

>55%

CR to loyal user

KIT PRODUCTION:

Visual erudition and
creativity for your sales

Press for watching
the video





Competencies

- Videos for brands 'turnkey'
- Creative concept
- Online broadcast
- Photo production



Challenges

- Media campaign
- Social media and blog content
- Training
- Internal communications



Verticals

- Promotional video
- Viral videos
- Image films
- Explainers
- Screencasts
- Conferences

Types of content

- ✓ Video creatives
- ✓ SMM video content
- ✓ Creative idea generation
- ✓ Television & TV videos
- ✓ Promotion video ad
- ✓ Photo & Video production
- ✓ 3D & 2D animation
- ✓ Text production



Ozon Rocket is a delivery service for businesses and online stores

A full-fledged OLV video for the Ozon Rocket recruitment service were developed, filmed and edited in one shift

[Play](#)



Case study



Mel science - sets with chemical experiments

For this shoot we used a robot arm and slow motion technique

[Play](#)

Our clients

PAYSEND Jiffy* .J JOOM true balance ebay


PUBLICIS GROUPE









AliExpress®   PharmEasy AVON dentsu

SAMSUNG  TOM TAILOR group^m 


ZenithOptimedia
The ROI Agency


adv MARKETING
COMMUNICATIONS

KIT GLOBAL:

Digital products to supercharge
your business

[www: kit.global](http://www.kit.global)

[e-mail: sales@kit.global](mailto:sales@kit.global)