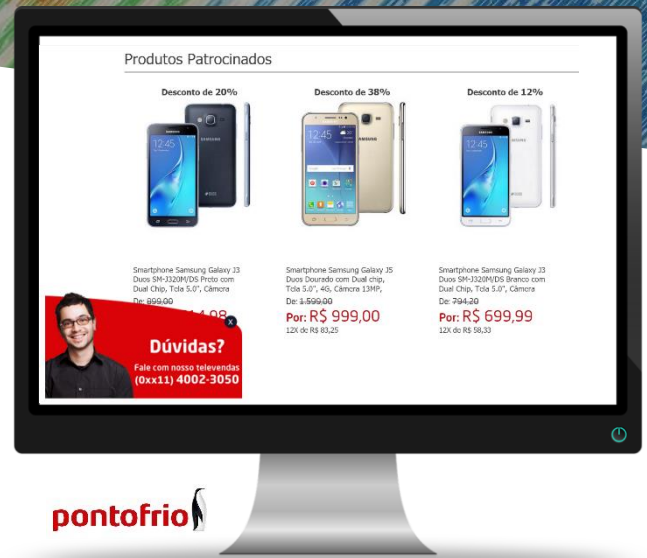


Overwhelming results for Mabaya's Sponsored Products ads launch in Brazil

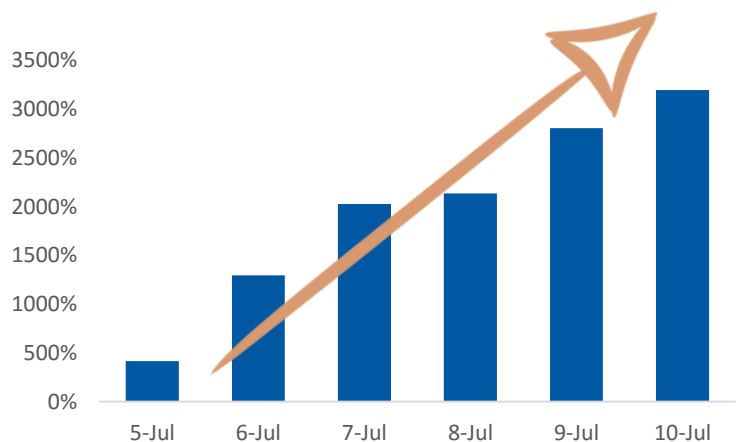
Mabaya sets foot in Brazil and launches the Sponsored Product ad exchange in some of the country's leading e-commerce sites.

Sponsored Product ad's main purpose is to make sure that when the consumer's journey ends in the online store, you will be there and make an impact on the purchase decision.



Here are some insights from our initial campaigns in Brazil:

- The campaigns were launched by 2 major consumer electronic (Smartphones and Smart TVs).
- The ads were served to relevant user segments, based on the page and product context in Pointofrio.
- Within 5 days the average **ROAS exceeded 3,000%** (some of the product ads reached ROAS of 8,000%!).
- CTR: 2%.
- The brands **market share within the categories grew by 20%!**



Contact advertise@mabaya.com and get your campaign running!