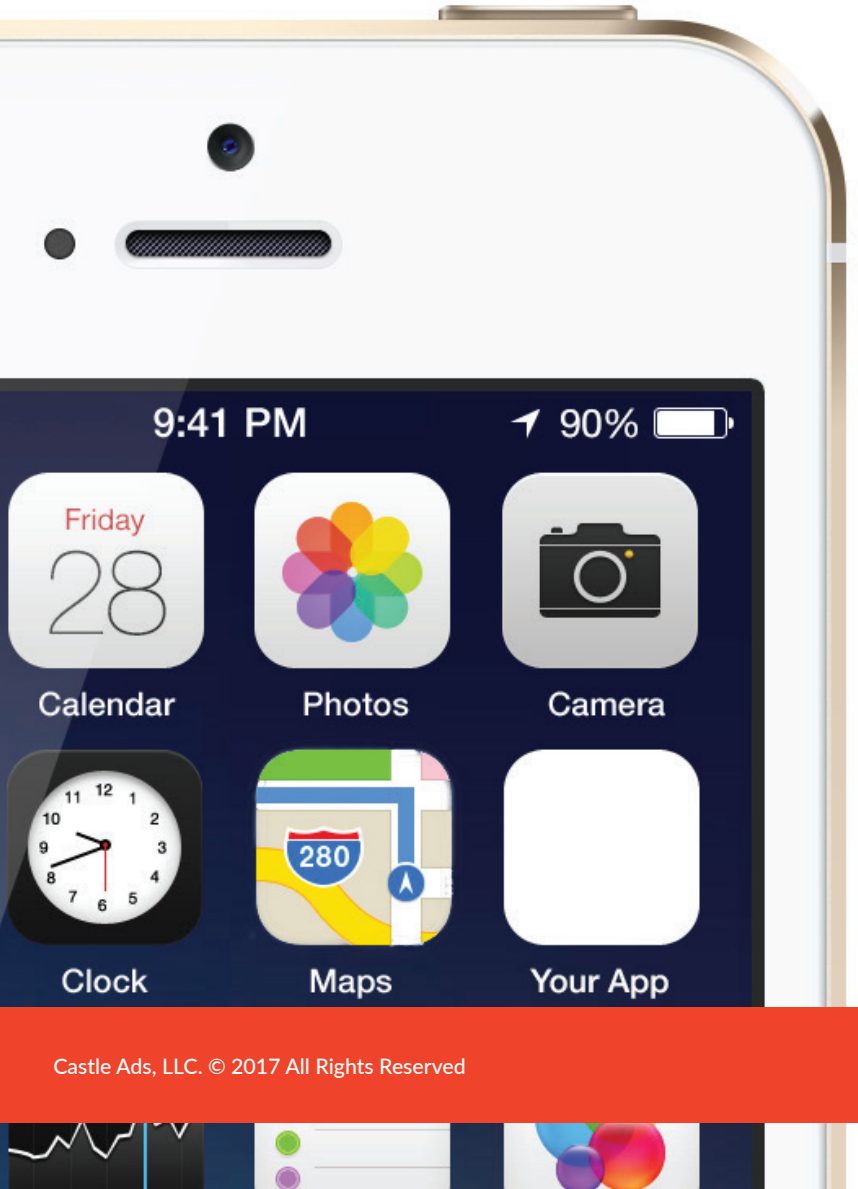
How to generate **mobile app users**

Castle Ads

What we do

Worldwide mobile user acquisition



We are a mobile ad network focused on user acquisition through advanced ad serving technology.

- Worldwide traffic for Andriod and iOS
- Intelligent data-driven ad serving
- Quality assurance with proprietary anti-fraud technology
- Cost per install (CPI) payment model

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Who we work with

Acquire users and monetize mobile traffic

We work with app developers, marketing agencies, ad networks, and content publishers to acquire users and monetize mobile traffic. If you need to expand your reach, generate quality users or maximize profits on your mobile traffic – we can help!

- Representing top brands including: Doordash, Yahoo, Solitare Delux, Alibaba, Township, Cheerz, and Canada Drives

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How we do it

Worldwide app distrubtion with a proven track record

Delivering engaged users and quality traffic is our primary focus. Our intelligent ad serving technology and white glove approach to campaign management ensures qualified users.

Reach post install KPI goals by eliminating non-performing traffic. We have engineered our own anti-fraud technology platform that allows us to prevent and react to undesirable traffic.

Instacart | 149 installs
iOS
Top Geos: US
Average CPI: $1.28
KPI - 2nd day retention rate: 65%

Final Fantasy XV | 4,909 installs
Android
Top Geos: US, DE, GB, KR, CA
Average CPI: $1.30
KPI - Purchases (in-app): 45%

* The above case studies represent 30 days of data

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Our ad units

Dynamic ad units with proven results

Our programmatic ad units insert your app into one of our creative templates at the time of impression. This allows for highly targeted ad serving to audiences who are most likely to engage with your app.

- 40% in-app inventory
- 60% mobile web inventory
- 300x250, 300x50, 320x50 (banner sizes)
- Full-page interstitials
- Custom Native Templates

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How to integrate

Connecting offers & Tracking conversions

We make connecting to our network easy. You'll need to use a third party tracking platform or be capable of storing click data and executing our server-to-server postback. We are integrated with most of the popular tracking platforms and can accomodate custom integrations upon request.

- Current tracking partners: Affise, Afftrack, OrangeAR, Kochava, Appsflyer, and Tune
- We will code to your API if you have your own platform or one that is not listed

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Getting started

Start generating quality mobile app users

To get started, contact any member of our sales team. We regularly travel all over the world to attend advertising tradeshows. Let us know the next one you plan to attend - we would love to meet!

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