



# AudioMob

Bridging the gap between audio and mobile opportunities.

**INVESTOR DECK - SERIES A**

[invest@audiomob.com](mailto:invest@audiomob.com) | [Sign up for investor updates](#)



ABOUT US

# Meet the founders.



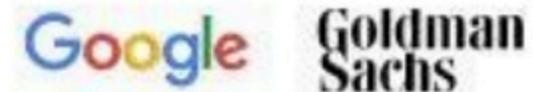
CHRISTIAN FACEY, CEO

Forbes 30 Under 30, Ex google strategist, ex Facebook science partner, game developer and music producer. Unique expertise in advertising, game development and applications of audio.



WILFRID OBENG, CTO

Forbes 30 Under 30, Ex Google & Goldman Sachs Engineer. Unique expertise in the programmatic advertising tech stack and consulting clients such as Amazon, Hilton and Intercontinental.



FEATURED IN:



Ex-Google and Facebook employees raise \$1.5m



Forbes "30 Under 30" Award

Forbes

AudioMob monetises through audio ads

TE TechCrunch

Google invests \$2m into Black Founders



## THE PROBLEM

# In-game monetisation is broken.

## Monetisation is Offset against retention

All publisher ad monetisation is based on an IDFA (personal data).

70% of publisher ad monetisation is intrusive

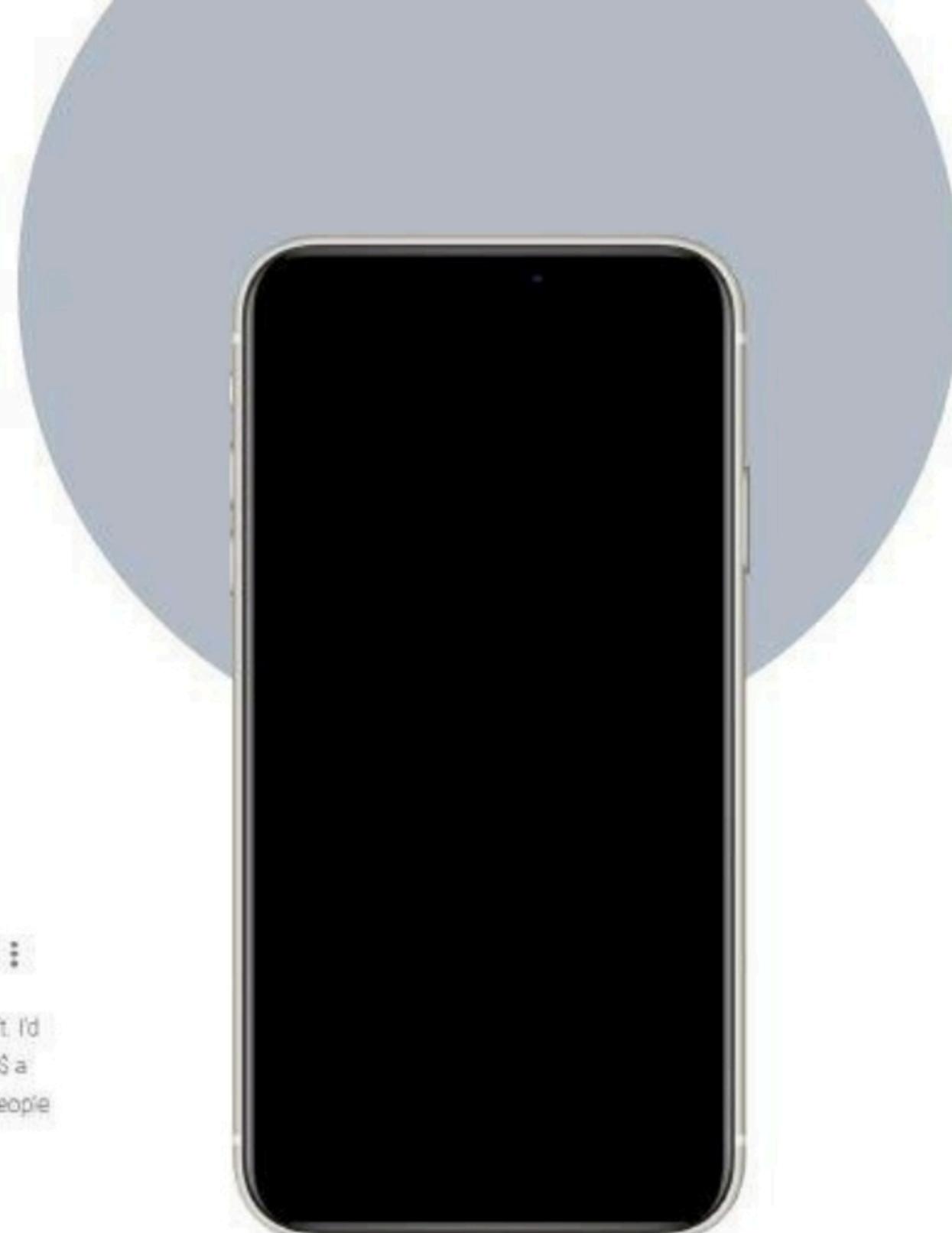


Bogdan Mic

★ ★ ★ ★ 18 January 2020



So many ads, the subscription is stupid this is a kids puzzle game not world of warcraft. I'd pay 5 bucks once to clear adds but these cheap dirt bags are like 'u want no ads? 7.99\$ a week.' This is crazy, I love the game but hate the greedy people who made it. Just let people play.



THE OPPORTUNITY

**61% of players leave audio on.**



Using audio ads non-intrusively can increase revenue.



\*Source: Forbes, Spotify, Dax, iHeartMedia † Source: Business of Apps, Google, Apple



SOLUTION ONE: UNITY PLUGIN

## Creating **new advertising slots.**

Incremental revenue:  
**600%+ increase banner CPM**

Retention impact:  
**D7 retention up 0.43%**

IAP revenue:  
**0% damage to IAP**

Retention impact:  
**0% damage**



SOLUTION TWO: AUDIOMOB AD PLATFORM

# Converting existing advertising slots.

**1000% increase**  
in click-through engagement

**25 second: 3.26%**  
vs Standard banner CTR: 0.01-0.3%



BUSINESS MODEL

# AudioMob Ad Platform.

TAM: \$39B

SAM: \$4B

SOM: \$247M



TRACTION H1 2021

# AudioMob Ad Platform.

CTR

1000%

Average CTR increase

AUDIENCE

2.5bn

Access to most  
mobile games



UNIVERSAL MUSIC GROUP



WARNER MUSIC GROUP



SONY MUSIC

BMG

0% Churn

100% responding music clients



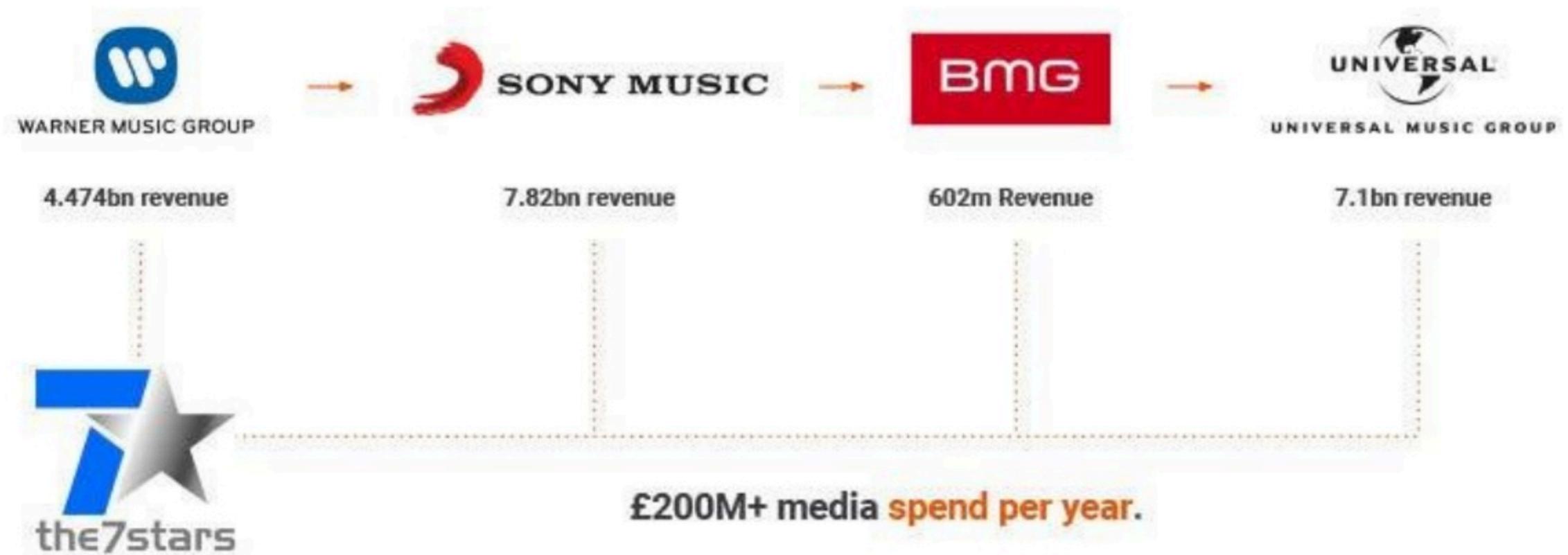
TRACTION H1 2021

# AudioMob Music Clients.

Produce 1 study  
To close more brands.

Use studies to close  
A conglomerate.

Expand to more clients.



TRACTION H1 2021

# AudioMob Expansion Beyond Music.



**AGENCY:**  
Thousands of brands



**BRAND:**  
100+ brands: \$1b revenue



**AGENCY:**  
100+ brands: \$1b revenue



MARKET

# Competitor analysis.



EXITS

# Adtech / Gaming Exits.



Programmatic advertising platform

Acquired by AT&T in 2018  
**Price: \$1.5B+**



One of the first mobile advertising companies.

Acquired by Google in 2009  
**Price: \$750M**



One of the first mobile video advertising companies.

Acquired by Blackstone Capital in 2019.  
**Price: \$750M**



The first mobile advertising mediation solution

Acquired by Twitter in 2013  
**Price: \$350m**





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