Ad8 Digital

PERFORMANCE NETWORK

Grow your app. Pay for results.

User acquisition and in-app performance across 50+ ad networks, priced on installs, actions and sales.

AD8 DIGITAL

Seen. Clicked. Counted.

Ad8 Digital is an Istanbul-based advertising agency. We plan, buy and optimise media across our own formats and a network of global partners, and we report every result.

Seen

Your app in front of the right users, at scale.

Clicked

Targeting by audience, device and moment.

Counted

Every install and event measured in your MMP.

THE IDEA

Every install should earn its cost.

WHAT YOU GET

One network, many sources

50+ ad networks

Reach users across a wide mix of networks, apps and placements through one partner.

Installs on CPI and CPD

Budget tied directly to new users and downloads.

Incentive and non-incentive

Choose the traffic type that fits your growth and quality goals.

Store ranking support

Category campaigns that help your app climb the store charts.

Actions and sales

CPA and CPS campaigns for sign-ups, purchases and in-app events.

Measured in your MMP

We integrate with your tracking and attribution platform.

PRICING MODELS

Pay on the metric that matters

CPI
Cost per install

CPD
Cost per download

CPA
Cost per action

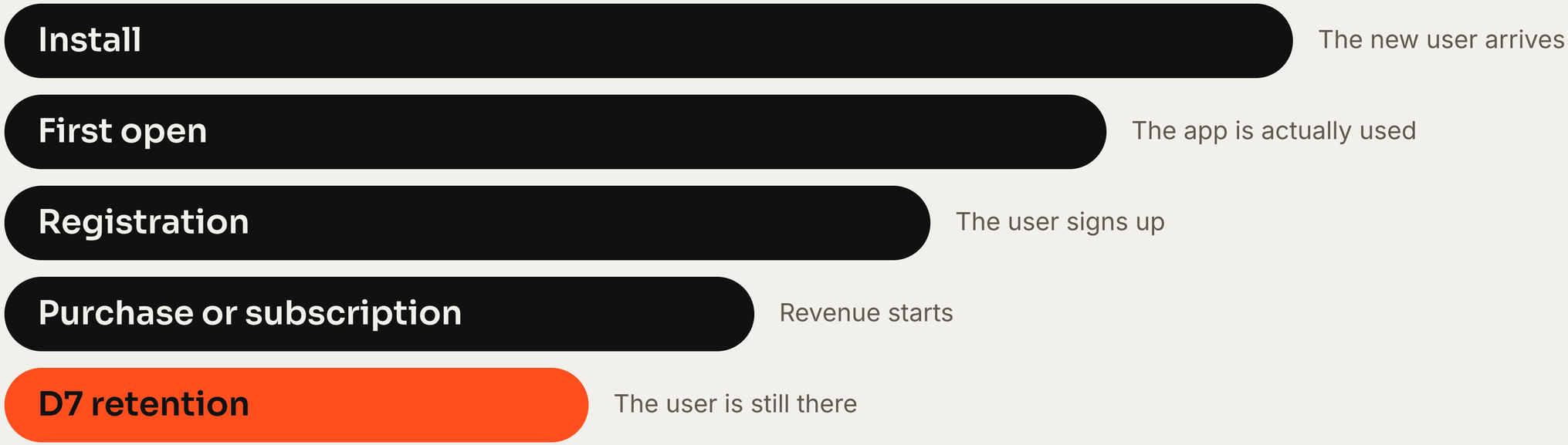
CPS
Cost per sale

CPL
Cost per lead

ROAS
Return on ad spend

OPTIMISATION

We optimise for events, not just installs



HOW WE WORK

From brief to first report

1

Brief and goal

We agree on the goal and the one KPI that measures it.

1–2 days

2

Media plan

Networks, budget split, pricing model and forecast, in writing.

2–3 days

3

Set-up and launch

MMP integration, creatives and a tracking test before launch.

3–5 days

4

Optimise and report

Daily source tuning, weekly summary, monthly report.

Ongoing

TRANSPARENCY

Built to be checked

Separate cost lines

Media spend and service fee are separate in every proposal and invoice.

Your numbers

Results are read from your own MMP, not only from our dashboard.

Clean traffic

Fraud and invalid traffic are filtered and blacklisted.

Clear reporting

A weekly summary and a monthly report with next steps.

NEXT STEP

Let’s grow your app.

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