

# MOLOCO's Performance Post iOS 14.5+

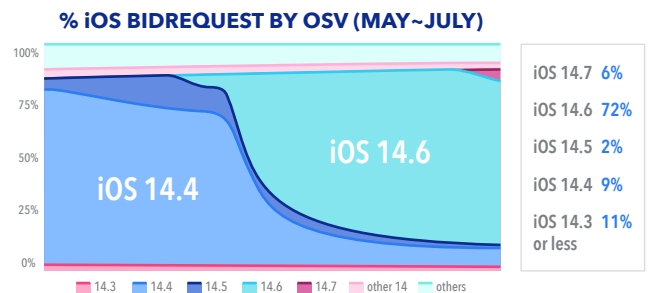
Working with Limited Ad Tracking (LAT) and delivering results

## KEY TAKEAWAYS

- MOLOCO is seeing substantial ROAS and lower CPM while bidding on LAT traffic
- We use different types of data to train our machine learning engine - not just IDFA
- MOLOCO has had experience with LAT traffic since before iOS 14.5 updates

## What changed for mobile marketing in iOS 14.5+?

iOS 14.5+ introduced two major changes to mobile marketing: First, with **more users on LAT traffic than ever**, their activities associated with IDFA are no longer traceable. Second, SKAdNetwork is set to become the primary attribution tool for Apple devices and it does not provide granular information about users. These changes make tracking user behavior increasingly difficult, and the industry has been closely monitoring ad performance as a result.

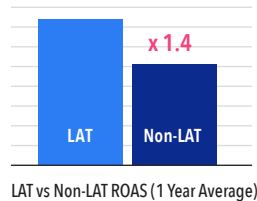


## How is MOLOCO performing in iOS 14.5+?

MOLOCO began preparing for iOS 14.5 well in advance, and as a result, was more than ready for the changes. Our campaign results show that our ROAS for LAT traffic is continuously improving, and our CPM for LAT campaigns are considerably lower than that for non-LAT campaigns.

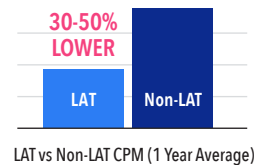
### OUR ROAS PERFORMANCE FOR LAT IMPRESSIONS EXCEEDS NON-LAT IMPRESSIONS

- 79% of our iOS traffic consists of LAT users
- 78% of our iOS revenue is coming from LAT traffic



### OUR CPM FOR LAT TRAFFIC IS CONSIDERABLY LOWER THAN FOR NON-LAT TRAFFIC

- Our CPM for LAT campaigns is 30-50% lower than the average CPM for non-LAT campaigns
- Lower CPM for LAT traffic makes MOLOCO's overall performance cost efficient



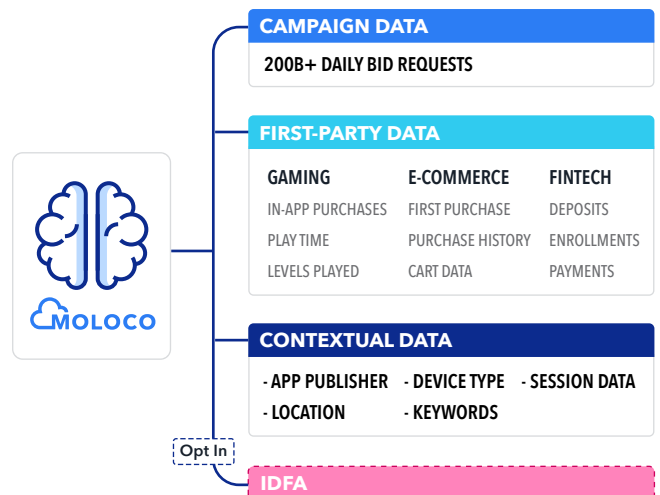
## Why is MOLOCO so well prepared?

### MOLOCO IS NOT DEPENDENT ON IDFA

IDFA based behavioral data is just one of the many datapoints we use to train MOLOCO's machine learning model. Along with the learnings from IDFA based data, we are using first party data provided by our clients in combination with the campaign data and contextual data to achieve greater accuracy and higher performance.

### MOLOCO HAS EXTENSIVE EXPERIENCE IN LAT TRAFFIC

MOLOCO has been expecting **LAT to become the new norm**, and we trained our machine learning model to optimize for both install and in-app action in the new environment. Our model leverages the learnings from when we worked with device level data and uses them to ensure high performance while bidding on LAT traffic.



## Work with MOLOCO

If you'd like to discuss how MOLOCO can help you navigate the iOS 14.5+ world, reach out to us at [biz-amer@moloco.cloud](mailto:biz-amer@moloco.cloud)