



2022 Media Kit



Table of Contents

- About Adscend Media 3
- Our Offerwall Technology 4
- Lootup.me 5
- Market Research 6
- Owned & Operated Video Properties by Adscend Media 7
- Ad Specifications: Instream Video 8
- Ad Specifications: Display 9
- Audience Overview & Highlights 10
- Contact Adscend Media 17

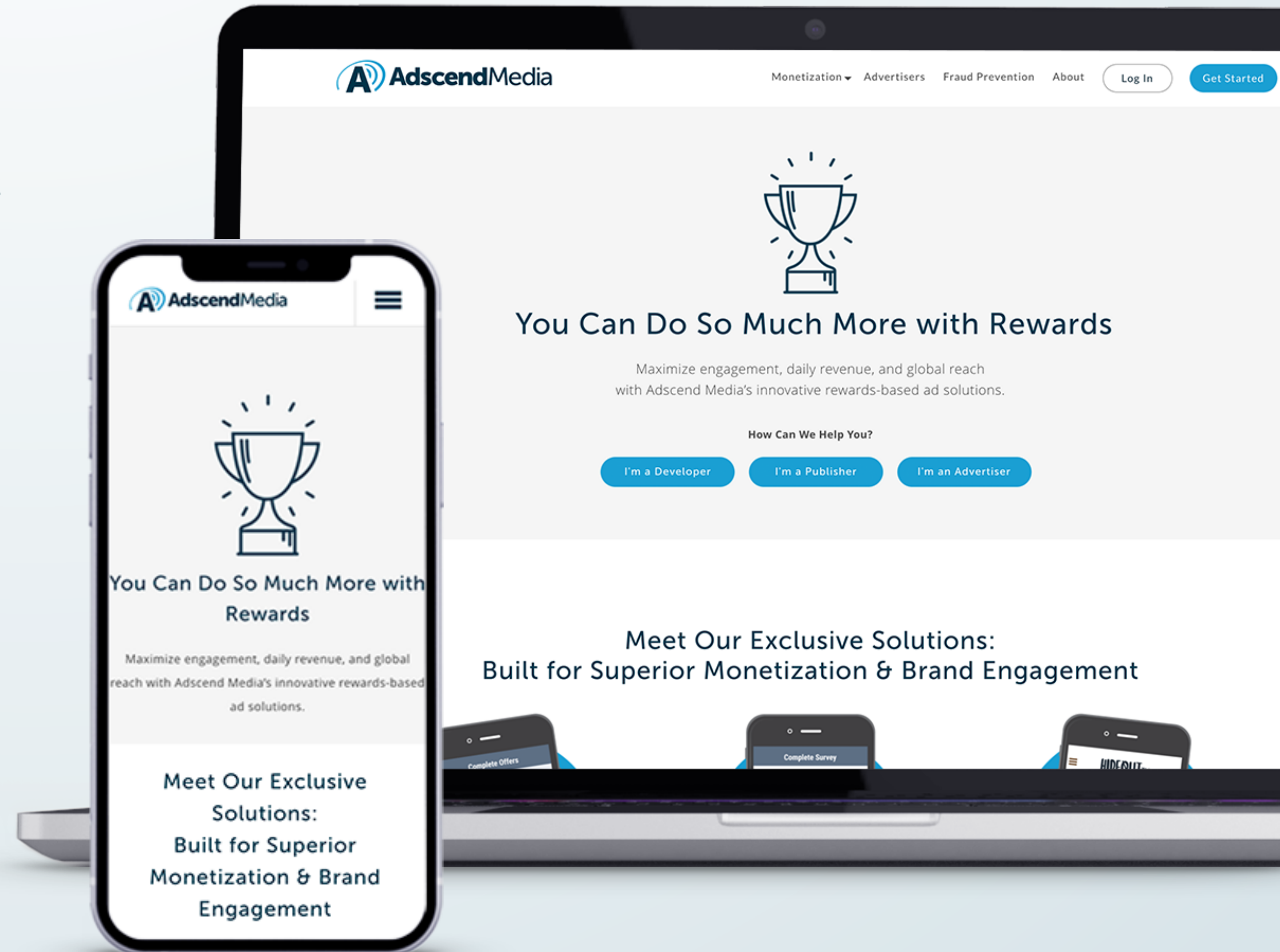


About Adscend Media

Launched in 2009, Adscend Media is an Austin, Texas-based company, known for innovative, rewards-based solutions. Consisting of owned and operated video properties, as well as rewarding ad solutions for apps, games, and websites (most notably, the Adscend Media Offer Wall), Adscend Media empowers superior engagement through rewards.

Each day, Adscend Media's mission is to **Make Every Experience Rewarding**, a rallying cry that drives team members to help our users, publishers, and advertisers generate maximum value and rewards.

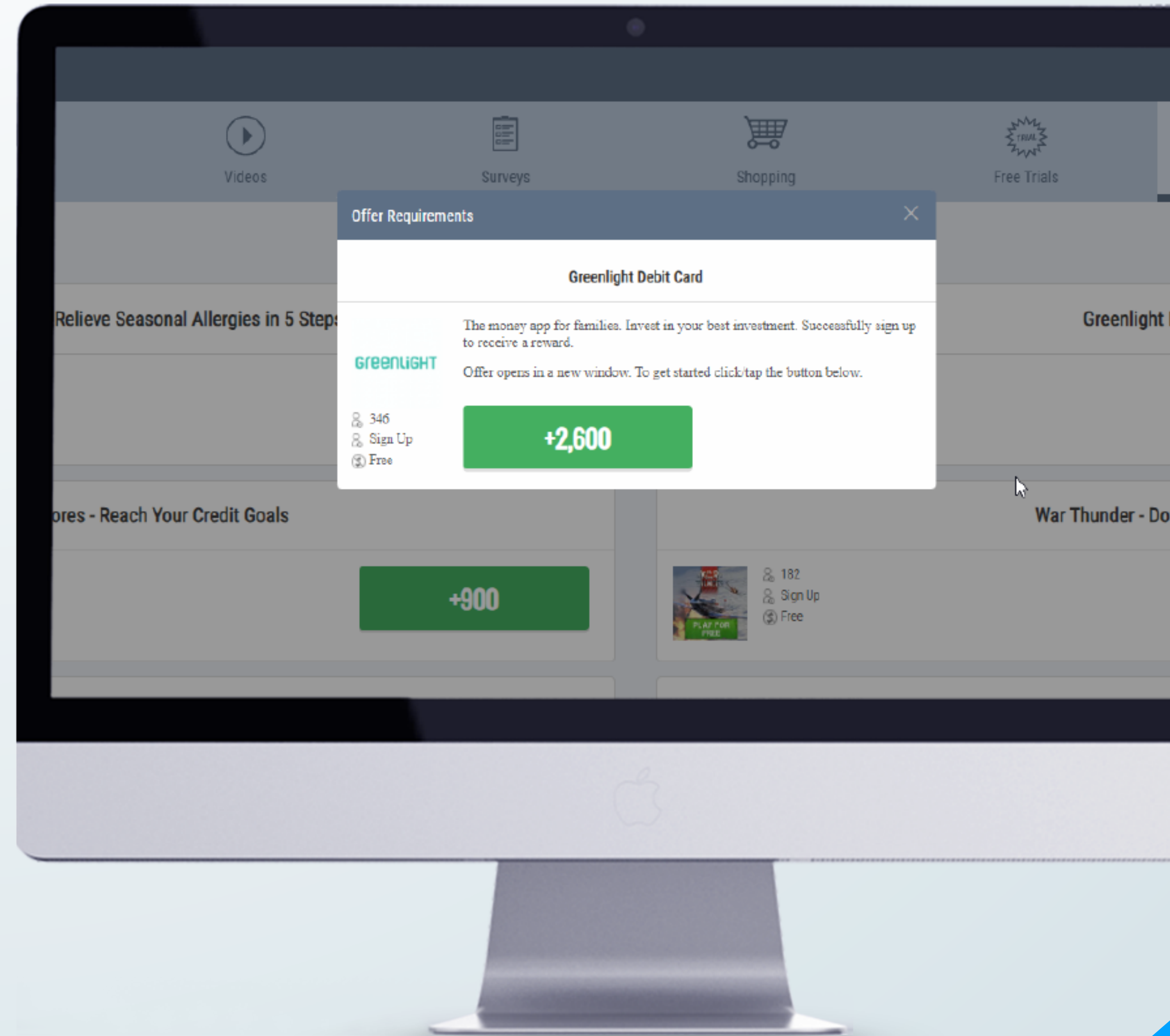
Adscend Media has been recognized as an industry leader by **Inc. Magazine, Forbes, and American Express**. To learn more about Adscend Media, visit adscendmedia.com/about.





Offerwall Page

- ✓ Utilizing our Offerwall technology, have your campaign access by millions of rewarded users across more than **30,000 publishers'** websites and applications.
- ✓ Adscend Media has paid it's publishers over **\$55,000,000!**
- ✓ Adscend Media delivers high quality traffic in over **200 countries**
- ✓ Campaign Formats Supported: **CPA, CPL, CPI, CPC, CPE**





Lootup.me

Launched in August of 2021, Lootup is a fast-growing rewards program that gives users the ability to earn gift cards, crypto currency, and cash by taking surveys, watching videos, taking quizzes, participating in contests, playing games, shopping at their favorite stores, and other activities that they normally spend their time online doing!

Types of Promotion

- ✓ **Traditional CPA/CPL/CPI/CPC/CPE Campaigns** – Gain access to hundreds of thousands of Lootup members who earn rewards by completing tasks such as signing up to websites, taking surveys, watching videos, installing and using applications, and more. Lootup engages our users with your campaigns, where you only pay for the agreed upon action whether it leads to your products/services, sales, app installs, and more!
- ✓ **Standalone Email Blasts** – Gain additional exposure for your campaigns with individual or group email blasts. Lootup will highlight your campaign and email it to our users, encouraging them to participate and take the appropriate action.
- ✓ **Lootup Featured Campaigns** – If your campaign performs well, we will provide additional exposure and Feature your campaign to all Lootup users in the desired geo(s).

Countries Lootup Serves

Lootup can monetize your campaigns in over 180 countries! Here are some of our top geos:

- ✓ **Tier 1:** United States, Canada, United Kingdom, Australia, Germany, France
- ✓ **Tier 2:** Europe (Netherlands, Italy, Spain, Ireland, etc.), South America (Brazil, Argentina, Peru, etc.)
- ✓ **Tier 3:** India, Indonesia, Vietnam, Philippines, Arab Emirates, Saudi Arabia, etc.





Market Research

Adscend Media provides high quality survey completions for our partners, while focusing on our user experience and high rewards per completion. We are constantly updating to the latest MR technology, coupling automation with strong account management processes in order to provide the highest quality completes for our MR clients.

We provide survey opportunities for more than **5 million** 1st & 3rd party users across more than **180 countries**, utilizing robust profiling and integration technology with our Market Research partners.

We offer two types of MR integrations

- ✓ **API (Preferred)** – Adscend Media’s technology analyzes survey inventory received via API and routes qualified users to the survey directly.
- ✓ **Router** – Adscend Media sends a user to the client-side environment, whereby the client system handles routing the user to an appropriate survey per available client-side inventory.











For the most effective user targeting via our API integrations, we currently collect approximately **18 profiling** data points. Additional profiling questions are added by request.

Interested in launching a Market Research campaign? [Please click here to access our Panel Book.](#)



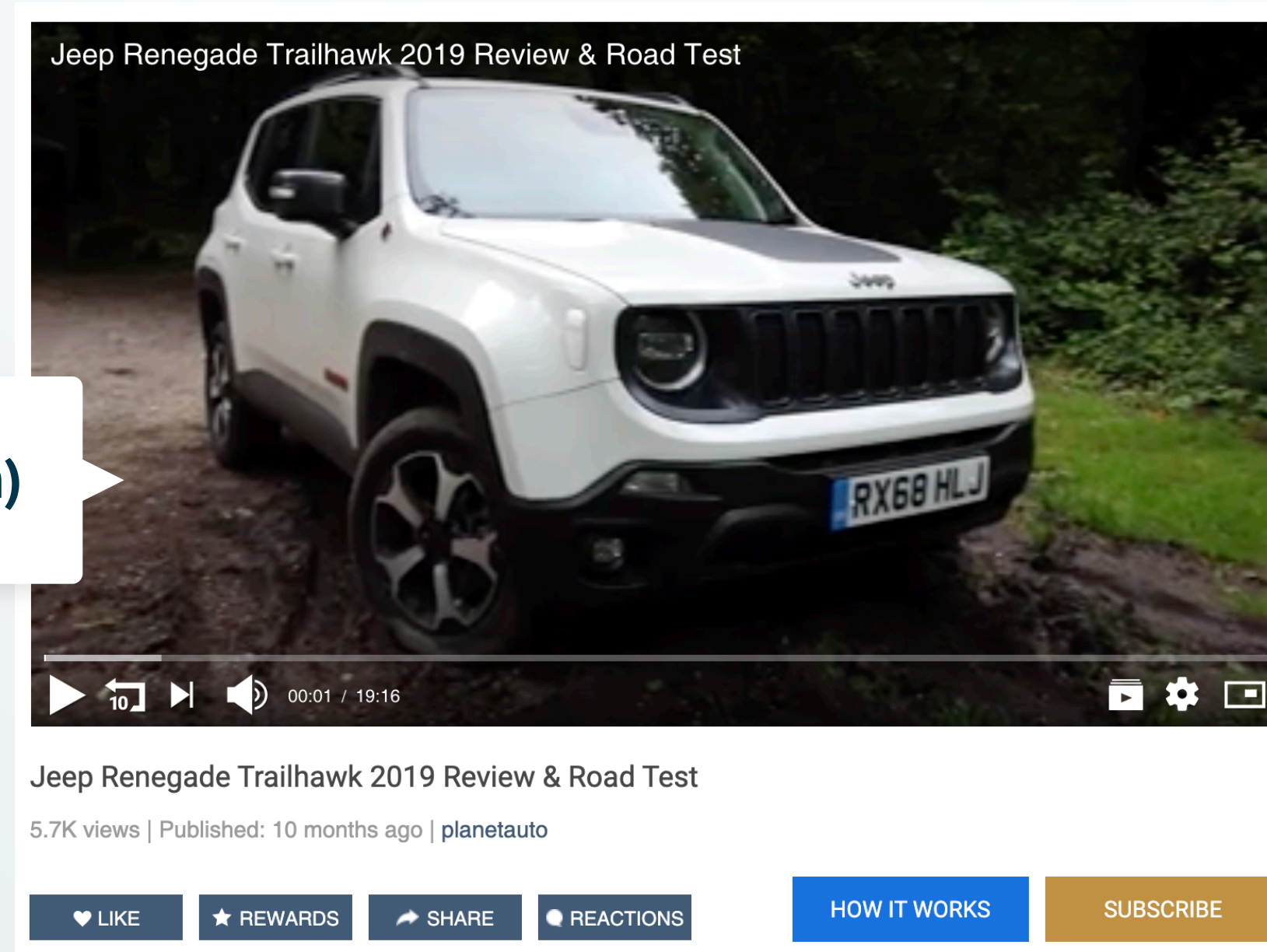
Owned & Operated Video Properties by Adscend Media

Featuring engaging content from handpicked creators, viewers flock to Adscend's video properties to enjoy cooking demos, music videos, travel videos, and other favorites, as well as earn rewards from loyalty partners. Creators receive stronger discovery and engagement opportunities, as well as unique and competitive monetization models on all Adscend video platforms. From creator approval, to content screenings, every step is vetted by Adscend staff to ensure strong brand-safety standards.

-  **HideoutTV:** Adscend's flagship video property. Features a mix of engaging videos, including travel, recipes, beauty, and celebrity videos. Start exploring at hideout.co.
-  **ThePanda.Me:** Cooking demos, delicious recipes, and travel food videos. View today at: thepanda.me.
-  **Popjoy.lol:** Crazy, funny, and outrageous viral videos. Laugh on at popjoy.lol.
-  **MealNinja.Me:** Easy-to-make meals, with less than ten minutes prep time required! Start cooking today at mealninja.me.
-  **Letscheck.in:** Global travel, adventure, and cuisine-tour videos. Jet set at letscheck.in.
-  **Musio:** Original music, covers, and big-time hits from artists like Katy Perry, Justin Bieber, and Jason Mraz. Rock on at: musio.co.
-  **TryAtHome:** DIY videos, from beauty tutorials to home remodeling tips! Hack your life at tryathome.me.
-  **DessertNinja:** All things dessert! Check out all the great recipes at DessertNinja.me
-  **PetClips:** Funny, loving, and adorable pet and animal clips. Enjoy our pet videos on PetClips.tv
-  **Gamerspot:** Focused on all things gaming, from new game releases, to gameplay content, to reviews and more! Get in the game with gamerspot.tv

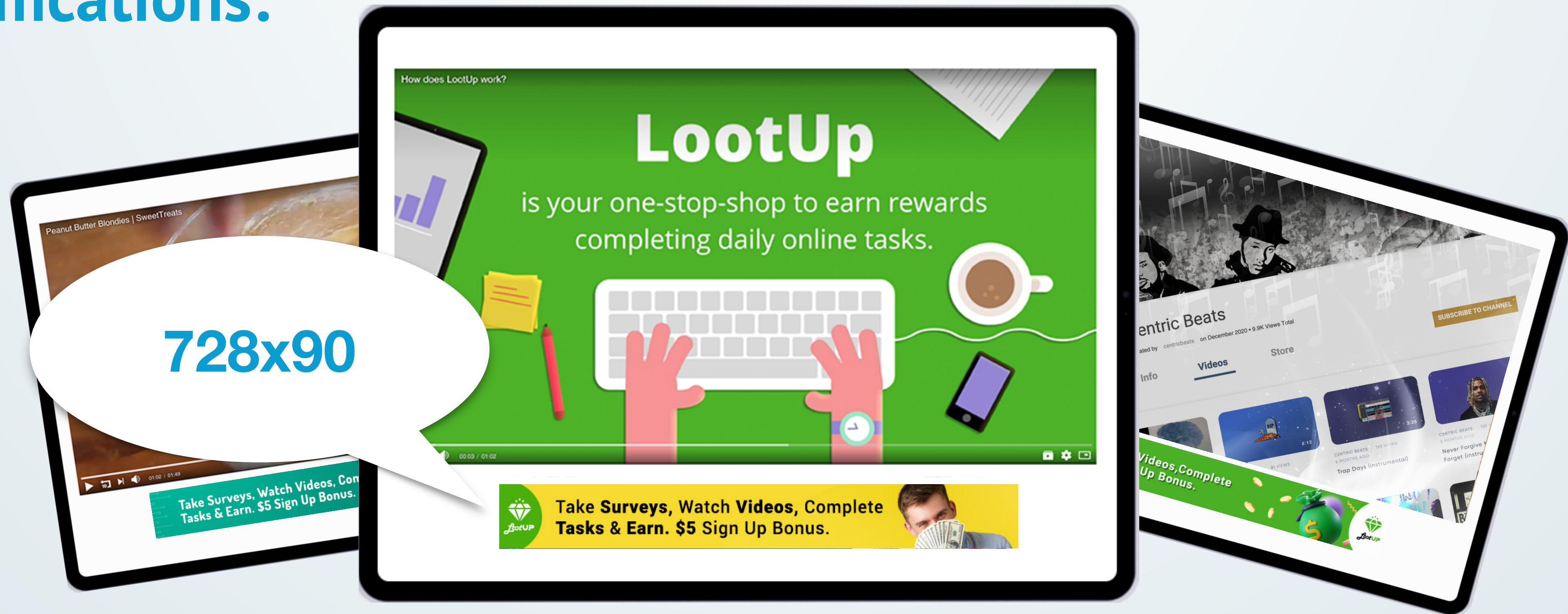
Ad Specifications: Instream Video

Desktop, Mobile Web, CTV, In-App (Coming Soon)



Dimensions: Large Player (>600px width) Extra Large Player (>800px width) Full Screen Video (In-App, Mobile, Tablet) Full Screen Video (CTV)	Tag Types Allowed: VAST, VAST/VPAID (Desktop, In-App, Mobile Web) Header Bidding (Desktop, Mobile, Web) MRAID (In-App) oRTB (via Aniview) VAST Only (CTV) Direct Connect (via Aniview)	Devices: Desktop, Tablet, Mobile, CTV	Maximum File Size: Playtime: 500MB Max Upload (IAB Standard)	Aspect Ratio: 16:9
		File Formats Accepted: .MOV .FLV .MP4, MPEG	Max BPS: 700 8000kbps (IAB Standard)	Framerate: 24-30
		Maximum Length Accepted: 120 Seconds (longer ads to be considered upon request)	Auto Initiation: Auto (Desktop), Click-to-Play (Mobile Web, In-App, CTV)	

Ad Specifications: Display



<p>Dimensions:</p> <p>728x90, 300x250, 336x280</p>	<p>Animation Allowed?</p> <p>Yes</p>	<p>In-Banner Video Allowed?</p> <p>No</p>
<p>Max File Size:</p> <p>1MB</p>	<p>Max Animation Allowed:</p> <p>15 Seconds</p>	<p>File Formats Accepted:</p> <p>.jpeg / png</p>

Audience Overview & Highlights



Audience Viewing Data



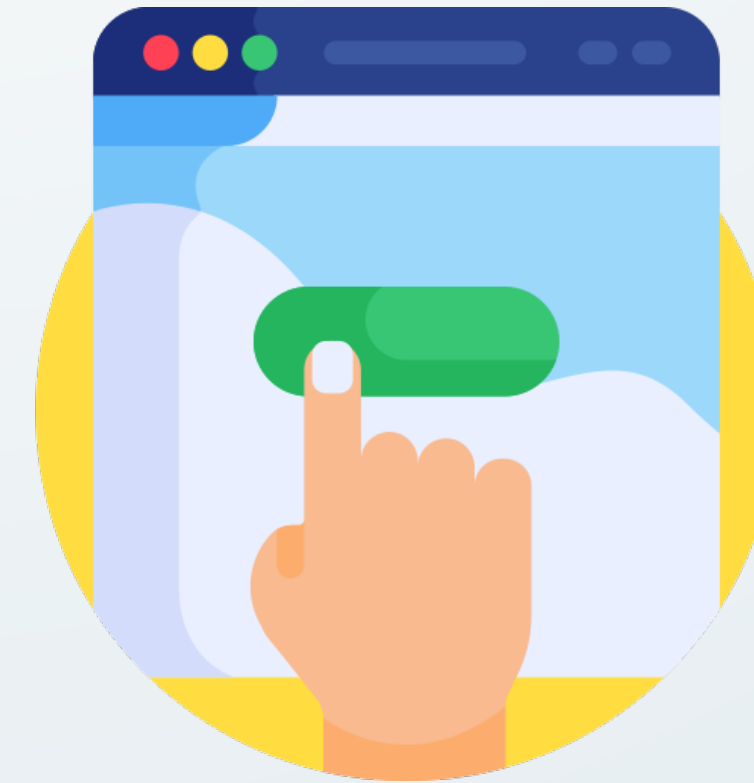
Top Device Usage

53% Desktop
44% Mobile
3% Tablet



Top Mobile Platform

75% Android
25% iOS



User Registration

3,300,000 Registered Users

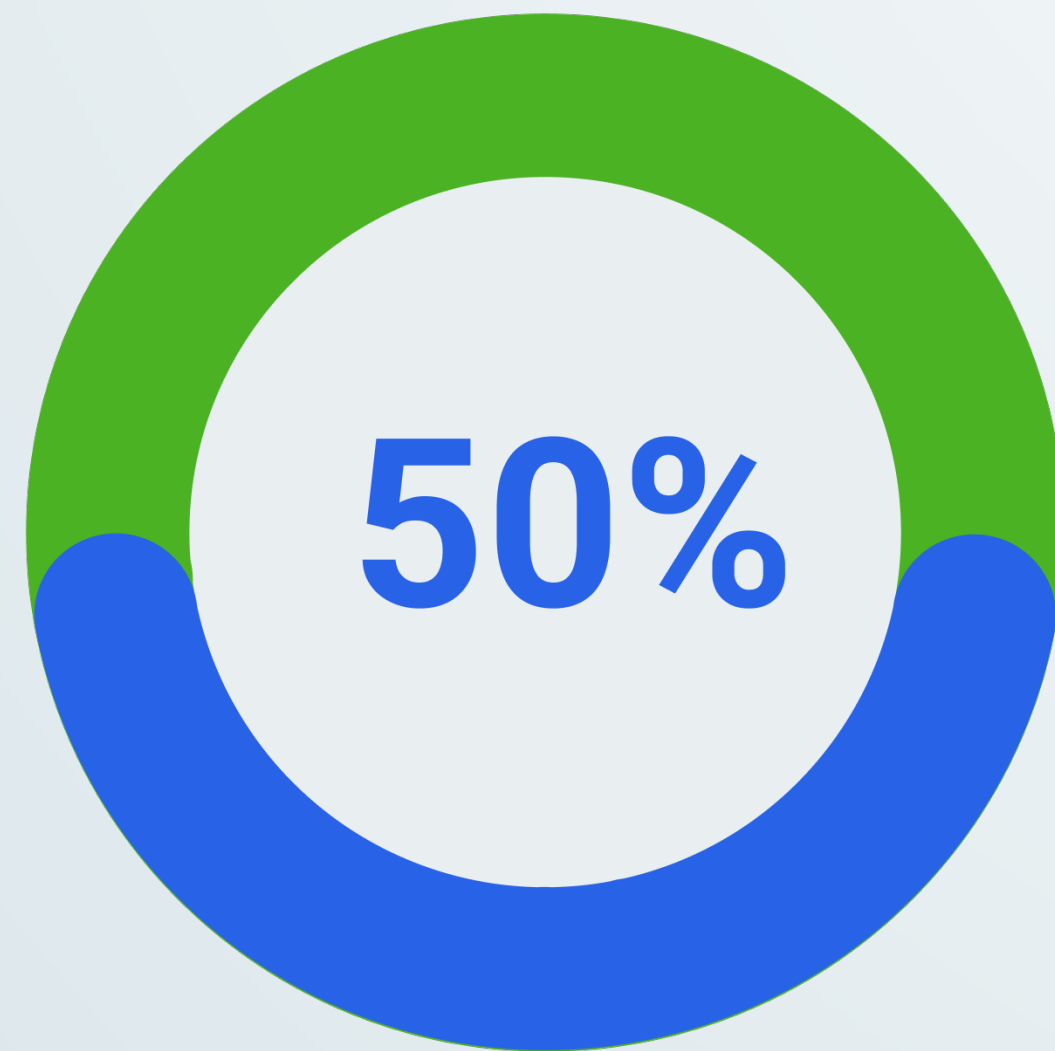


Impression Share

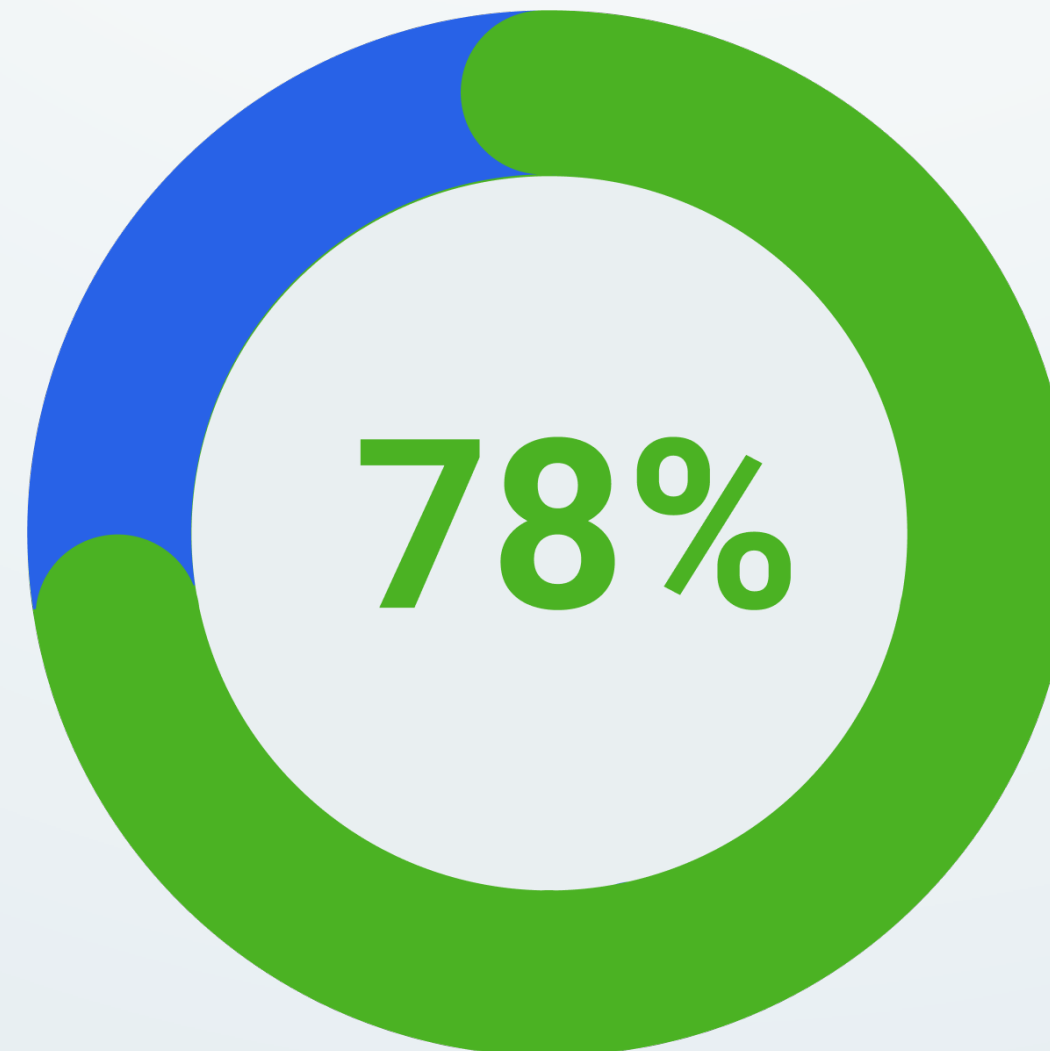
79.3% Desktop
12.1% Mobile Web
8.6% CTV



Audience Viewing Data



of users watch videos
6-7 days per week

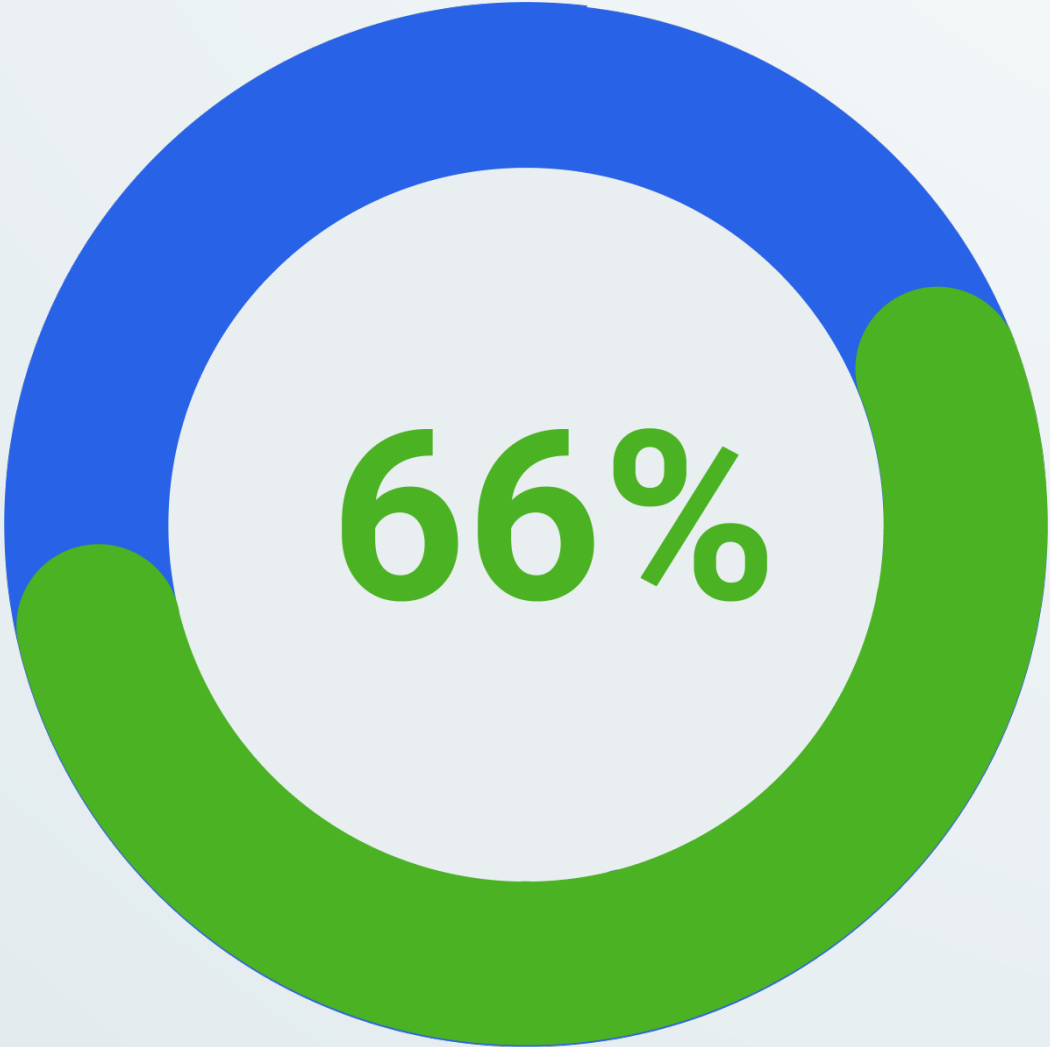


of users watch videos at
least 3 days per week.

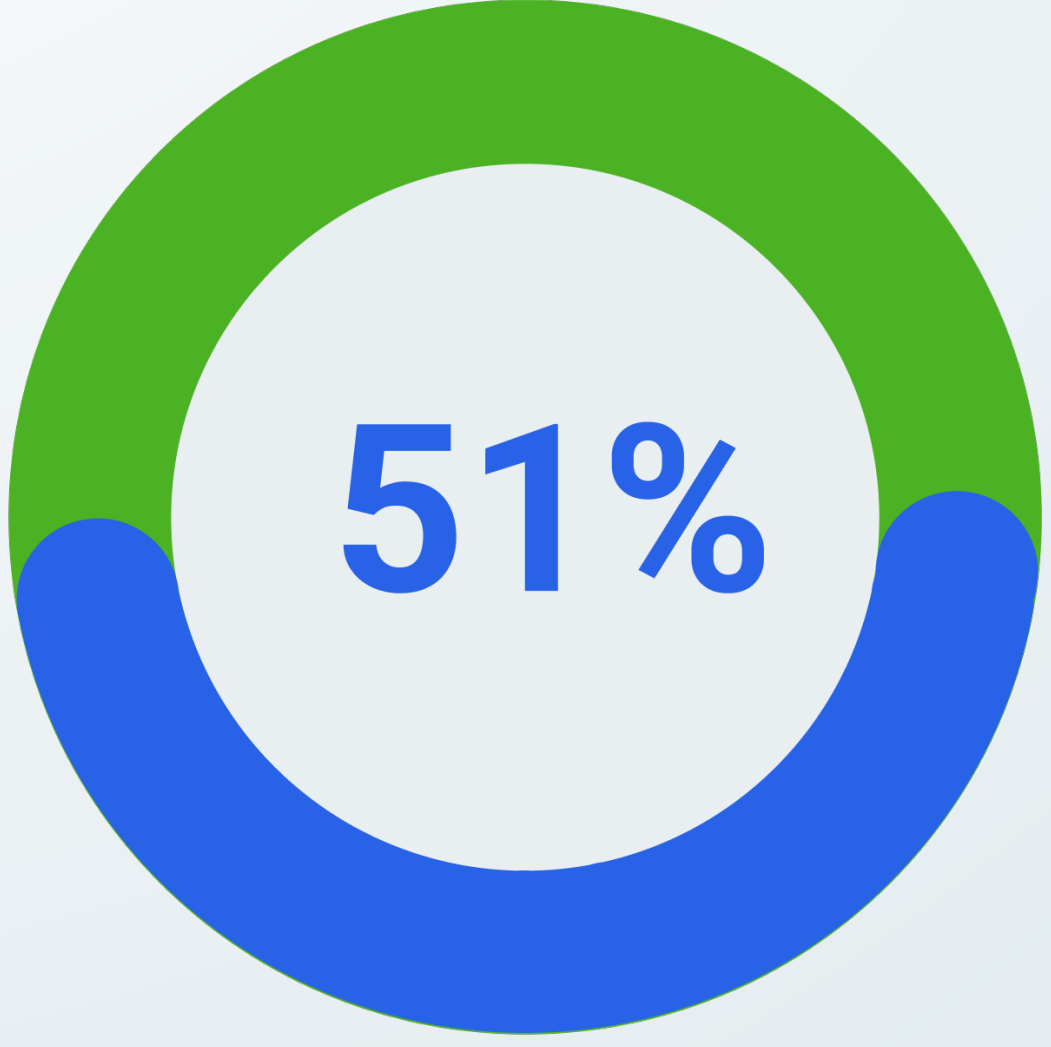


Favorite Video Types:
Food, Gaming, Viral, Sports,
Entertainment

Brand Awareness & Discovery



of viewers discover, or learn about products, promotions, or services from ads on Adscend O&O video properties.



of viewers have purchased a product or service that they've recalled seeing an ad for recently on an Adscend O&O video property

Audience Lifestyle Data



Casual or Hardcore Gamers



Value Shoppers



Fast Food Cravers



Movie Lovers



Tech Enthusiasts



Pet Lovers

Top Interests



Travel/Hotels



New & Used Cars



Electronics



Home Décor/Furnishing



Apparel & Accessories



Financial Services



Countries Supported (Video/Display Ads)

- ✓ United States
- ✓ United Kingdom
- ✓ Canada
- ✓ Australia
- ✓ New Zealand
- ✓ Netherlands
- ✓ Germany
- ✓ Norway
- ✓ Ireland
- ✓ Denmark
- ✓ Sweden
- ✓ Romania
- ✓ Portugal
- ✓ Poland
- ✓ Malta
- ✓ Latvia
- ✓ Luxembourg
- ✓ Lithuania
- ✓ Italy
- ✓ Hungary
- ✓ Croatia
- ✓ Greece
- ✓ France
- ✓ Finland
- ✓ Spain
- ✓ Estonia
- ✓ Cyprus
- ✓ Bulgaria
- ✓ Belgium
- ✓ Austria
- ✓ India
- ✓ Ukraine
- ✓ Uruguay
- ✓ Brazil
- ✓ Mexico
- ✓ Japan
- ✓ Taiwan
- ✓ Hong Kong
- ✓ Singapore
- ✓ Colombia
- ✓ Malaysia
- ✓ Thailand
- ✓ Ecuador
- ✓ Peru
- ✓ United Arab Emirates
- ✓ Phillipines



Contact Adscend Media

If you have any questions about the material listed in this document or need more information regarding Adscend Media's technology and capabilities, please email us at: advertising@adscendmedia.com. We will be happy to provide prompt support to all inquiries.

Follow us on Social Media

