



Digital marketing at your service



We bring audience engagement and conversions boost, leads and purchases, revenue and profit.

Our clients achieve the most ambitious business goals with our products.

34 Marketing products

5K Clients all over the world

21+ Years of expertise

KIT CPA:

Target actions for real
performance payment



E-Com



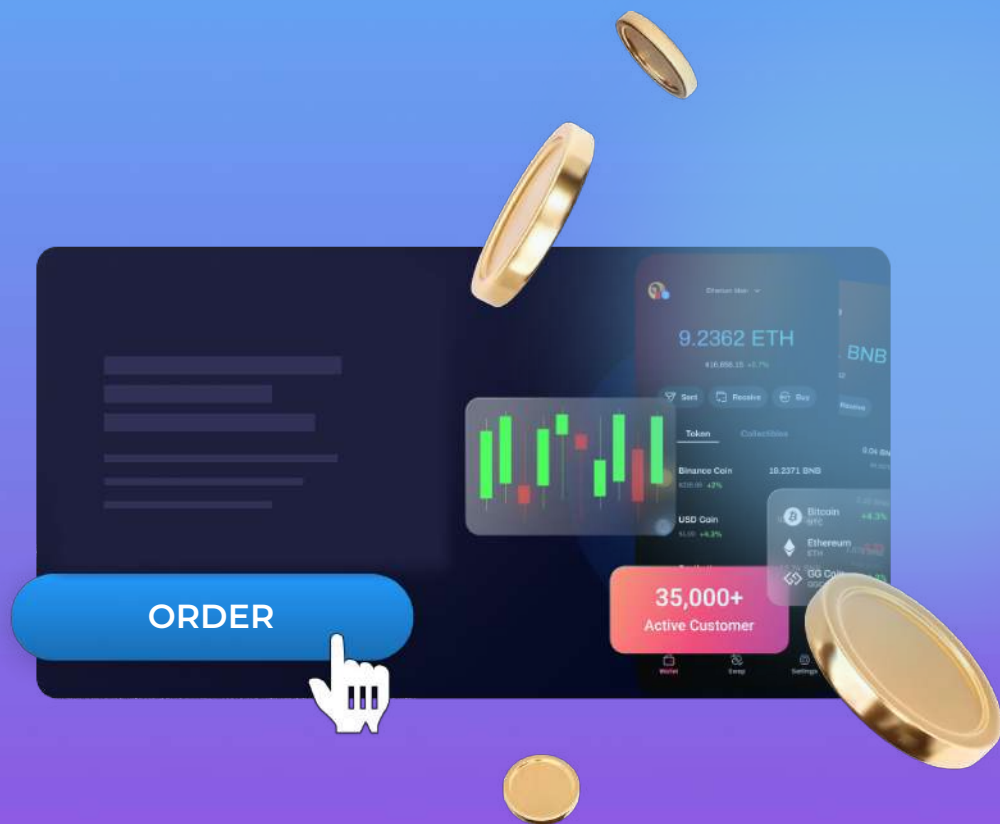
Shopping Rewards



Finance



Games



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CPA

Excellent performance-based service



SMM

Your personal blogosphere navigator



MOBILE

Ultimate “Pay-for-Result” service for mobile apps



WEB

Solid expertise for the best customer experience



SEO

Unique approach to a classic tool



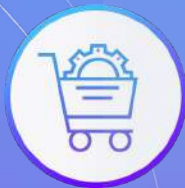
PRODUCTION

Effective solution for your content

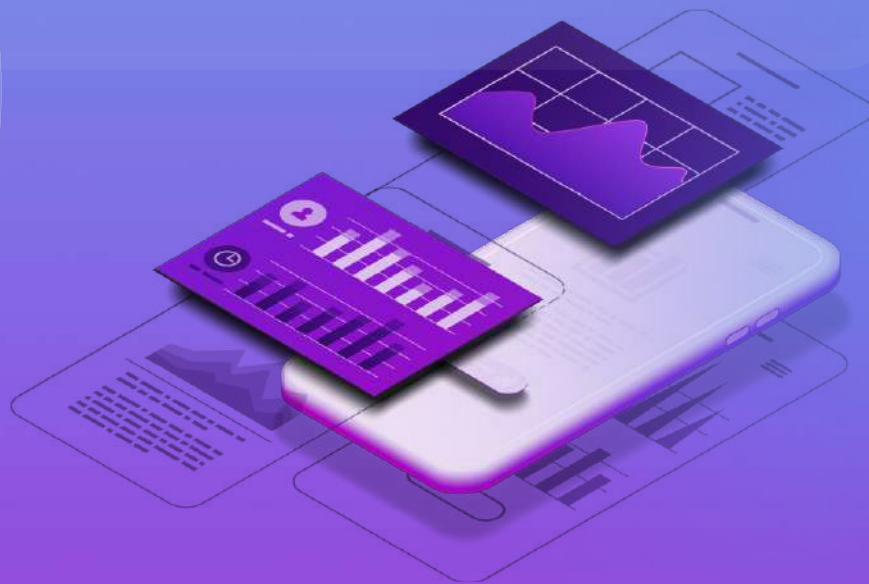


KIT

KIT CPA
E-com



We help advertisers and webmasters to build a solid fruitful cooperation. Raise your sales through quality analysis, detailed statistics and tech support



Who we are

We have a specialization in e-commerce, travel and online services for more than 11 years which helps us to get deep expertise into your business

- Maximum expertise

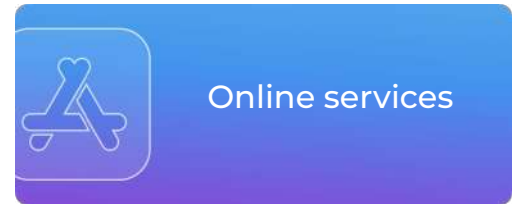
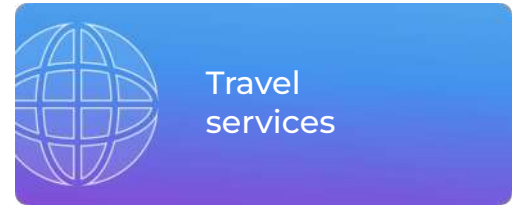
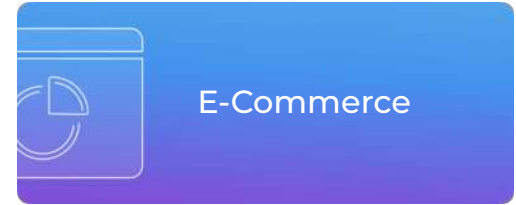
Focused on promotion of 3 segments only

- High-quality and clean traffic

With our partners we ensure full control over advertising

- High level of client service

We work with advertisers, spending enough time and resources for every ad campaign



Problems we solve

- 1 We increase the advertiser's website traffic
- 2 We help to fulfill plans and reach goals by increasing sales
- 3 We provide a wide range of traffic sources
- 4 We lower ads Cost Revenue Ratio
- 5 We increase brand awareness
- 6 We are constantly looking for new traffic sources for you

Our tools



Bonus program



Promo codes/
coupons

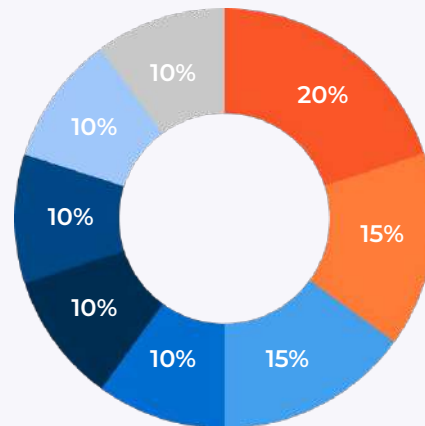


Special promo
from partners



Special conditions
for partners

Segmentation by traffic sources



- PPC advertising and traffic arbitrage
- Cashback and loyalty programs
- Coupon services
- Retargeting
- SMM
- Showcases
- Influencers
- Content resources and others

How we work

1

Start

Your offer is posted on the affiliate network

2

Traffic acquisition

Publishers connect to your program and begin to drive traffic/orders

3

Payment

You pay for the received orders according to the CPA model in the next month after verification

What we offer

Approximately 2 million hits per day
from various and unique sources

Best traffic worldwide

- ✓ Contextual advertising
- ✓ Banner advertising
- ✓ Doorway
- ✓ Email newsletter

We provide clear, flexible and
scalable tools

Transparent Analytics

- ✓ XML statistics
- ✓ Direct links
- ✓ Traffic-back
- ✓ Domain statistics

KIT E-Com Partnership

We provide the opportunity to boost sales with our tools. Get rewards for affiliate program development

✓ The points you earn **depend on the amount** you spend on our platform

✓ The **more bills** you have, the **more points** you earn

How to get **points**?

1. Reach the monthly bill amount threshold
2. Complete the tasks

KIT CPA

Car sharing: How to boost sales
with the CPA marketing

x7 times more sales in 15 months!



Client

One of the biggest national car sharing companies

The main goal: Increase the number of new service users and the loyalty of the target audience

7

times more sales during
October 2020 - April 2022

17%

of non-active users were
activated

41%

more clients

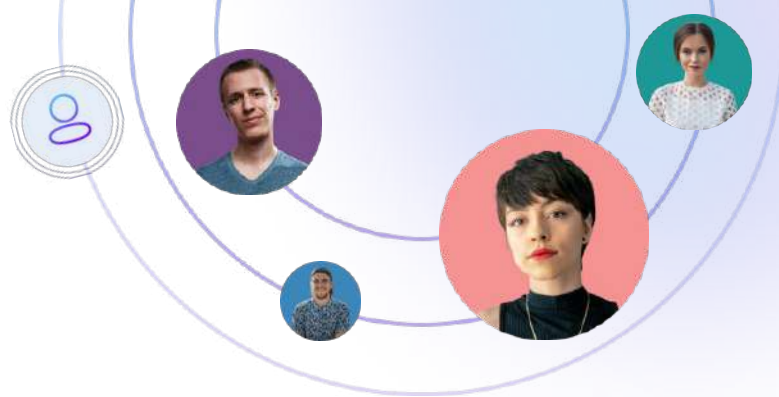


Real performance for fintech clients. We bring together advertisers from the financial sector and publishers. Get the best from our unique experience



How we work

We help advertisers to attract clients effectively and webmasters to get profit in the financial world



Advertiser

Places its advertising product offer in the KIT.Global system



Publisher

Gets access to many offers and delivers traffic



Verticals

- Banking
- Fintech
- MFO
- Trading
- Crypto

More about traffic types

Mobile

- ✓ ASO
- ✓ In App
- ✓ Social Media Ad
- ✓ Messengers
- ✓ Pre-installed software

Desktop

- ✓ SEO traffic
- ✓ Contextual advertising
- ✓ Social Media Marketing
- ✓ PopUp Ad
- ✓ Teaser network
- ✓ Banner Ad
- ✓ Cashback
- ✓ Discount and coupon aggregators
- ✓ Hyper-Contextual Ad
- ✓ Creatives

Why KIT Global?

Get only high
quality traffic!

We offer the optimal rate, favorable working conditions and trusted publishers, followed by further technical and financial communication with them



Support

Personal manager to support the work of the campaign



Statistics

Transparent and detailed statistics



Lead generation

Access to the base of publishers with targeted traffic



Quality

Our own tools for suspicious traffic identification

Types of traffic we work with



We strictly moderate publishers before start. Your advertisement is placed only on trusted placements with a full Brand Safety compliance.

- ✓ Content sites
- ✓ Social networks
- ✓ E-mail marketing
- ✓ Financial storefronts
- ✓ Contextual advertising
- ✓ Broker traffic

Platform and tools



API integration

Automatic applications uploading to the advertiser's CRM, data synchronization



Traffic monitoring

Automatic detection of suspicious traffic using built-in antifraud modules



Detailed statistics

Access to transparent statistics of clicks, transitions, targeted actions and traffic sources



Scoring system

Verification of the application with full data, obtaining a credit history

How to start

1

Sign up

Sign up or login to your personal account, where you can track all the indicators of the advertising campaign

2

Agree on working conditions

Determine the target actions and payments for them, the requirements for advertising and the rules of your offer

3

Set up the integration

Set up tracking with our platform to receive applications and confirm their status

4

Place an offer in the system

Provide all the necessary promotional materials to launch the offer in the system

5

Get traffic

Receive and process traffic from publishers who have passed moderation when connecting to your offer

Case study



Client

Mobile app for online credit and credit cards

Mechanics: A storefront mobile app, which redirected the user to the official site of the advertiser

22.34% CR

32.35% AR

2.8 EUR eCPC

12.3 EUR eCPL

*client cannot be publicized by the NDA

The logo for KIT CPA Shopping. It features the letters 'KIT' in a bold, white, sans-serif font, with the 'I' and 'T' partially enclosed by a white circle. To the right of this circle, the words 'CPA' and 'Shopping' are stacked vertically in a white, sans-serif font.

KIT CPA Shopping



We bring new customers to E-Com with coupons. Boost your sales and get loyal clients with a unique referral program. Join our partnership to become the industry leader.



India's Leading Shop Network

We **reward customers** who shop online in our partners' stores with vouchers and special offers

43 000 000+

unique shoppers
monthly

>200

online shops in
the network

1

day to get integrated in
our platform

>10%

conversion for your
store



How it works

1

Reward after order completion

You can thank your customers with a voucher from one of our partner shops after the order

2

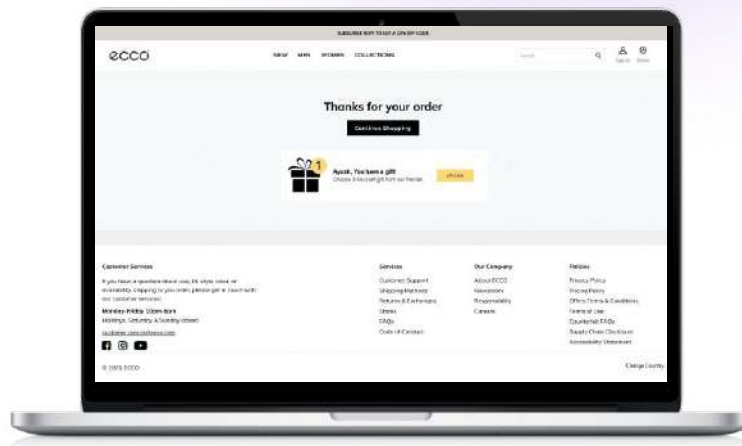
Choosing a voucher

After order confirmation your customer is taken to our voucher page and can choose a voucher

3

Redeeming a coupon

Customer will be rewarded again with a non-competing voucher from other stores when the next order is made



Ready solutions for main e-com challenges

Increase in sales

Our partners gets traffic from big online players and engaging shoppers



New loyal customers for your email base

We offer to subscribe at a right moment, when a customer most ready for it. CTR of our base is more than 30%



Personal loyalty program

Regain customers via offers. It's a best way to say "Thank you" for the purchase



Platform newsletters

Our new shoppers will follow discount digest or individual branded newsletter with your unique offers



Case study

x 2 times more orders for 6 months of cooperation with us!



Client

Yves Rocher is a French skin care, cosmetics and perfume company

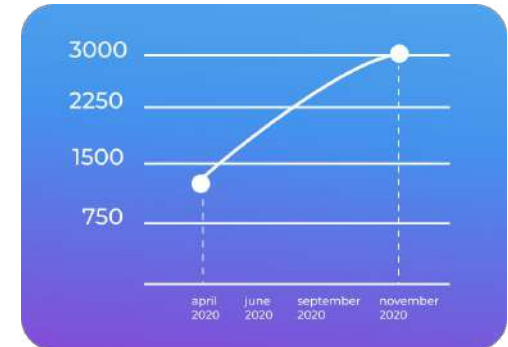
>10%

average check growth

3 000+

orders per month

Number of orders per month



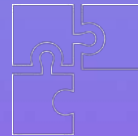


KIT CPA Games



We have a solid background in games promotion worldwide.

Be on the top with our affiliate program.
Get the loyal and paying players.



Our features

3

days minimum
hold for all offers

15

minutes takes integration
and acquaintance with the
system

100+

offers with high rates

15 000+

webmasters are already
working with us



Our features



Transparent Analytics

- ✓ Stable and timely payments
- ✓ Many clients worldwide
- ✓ High-tech and "transparent" platform

For advertisers

- ✓ All relevant traffic sources
- ✓ Verified webmasters
- ✓ Anti-fraud system
- ✓ Personal manager

Why KIT Games?



Tools

An extensive set of tools for monetizing game traffic



Technical support

A personal manager who is ready to answer all your questions



Team

Experienced and competent specialist in the field of digital services



Moderation

Only proven and reliable platforms for advertising, which avoids fraud



Revenue

Attracting only targeted traffic that brings profit



Result

Organization of high-quality promotional support

Traffic we work with



Targeted
advertising
and RTB



Email
marketing



Social
networks



Teaser
advertisement



Contextual
advertising



Video
bloggers



Streaming
services



Content sites

Results



WOW is a free-to-play naval warfare-themed massively multiplayer online game

eCPC 0,031 USD

CR 2,46%



League of Angels III is the sequel to the legendary saga of the winged warriors

eCPC 0,0019 USD

CR 2,75%



Book of Heroes is a collection card online role-playing game

eCPC 0,0057 USD

CR 6,64%

Our clients





Digital products to supercharge
your business

[www: kit.global](http://www.kit.global)

[e-mail: sales@kit.global](mailto:sales@kit.global)