



← CallApp +

All numbers



Numbers recogniz

The list of identified numbers
You can add any number bel

Today



Aalfred Garcia

03-552-7991

09:52



Amy Smith

03-552-7991

11:56



Irene Davidson

(483)-979-3539

2 days ago

Yesterday



Allen Caaarroll

(483)-979-3539



212-591-5050

Mobile



Social Network Activity



Engaged :) Any wedding advice?

February 28 at 1:09pm



Last episode was AMAZING

@AlfGarcia, February 28 at 1:09pm



CallApp⁹

ADVERTISERS
MEDIA KIT



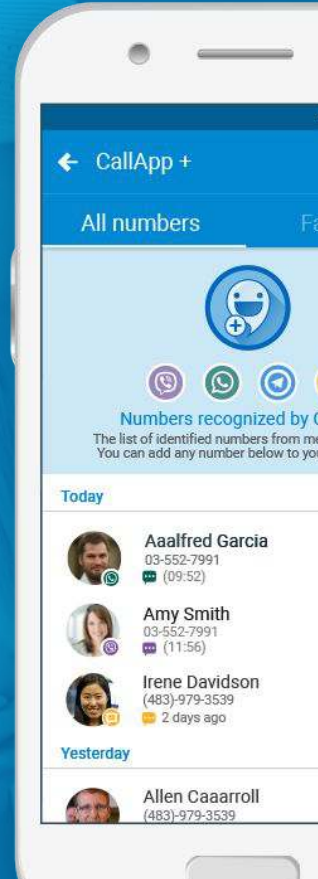
WHAT IS CALLAPP?



CallApp reinvents the way people communicate, by providing them with the right information & tools at the right time, right where they need it.



CallApp presents users with information on over **3 Billion** phone numbers all within a beautiful and unique user interface.



CALLAPP - PRESENTS RELEVANT INFORMATION



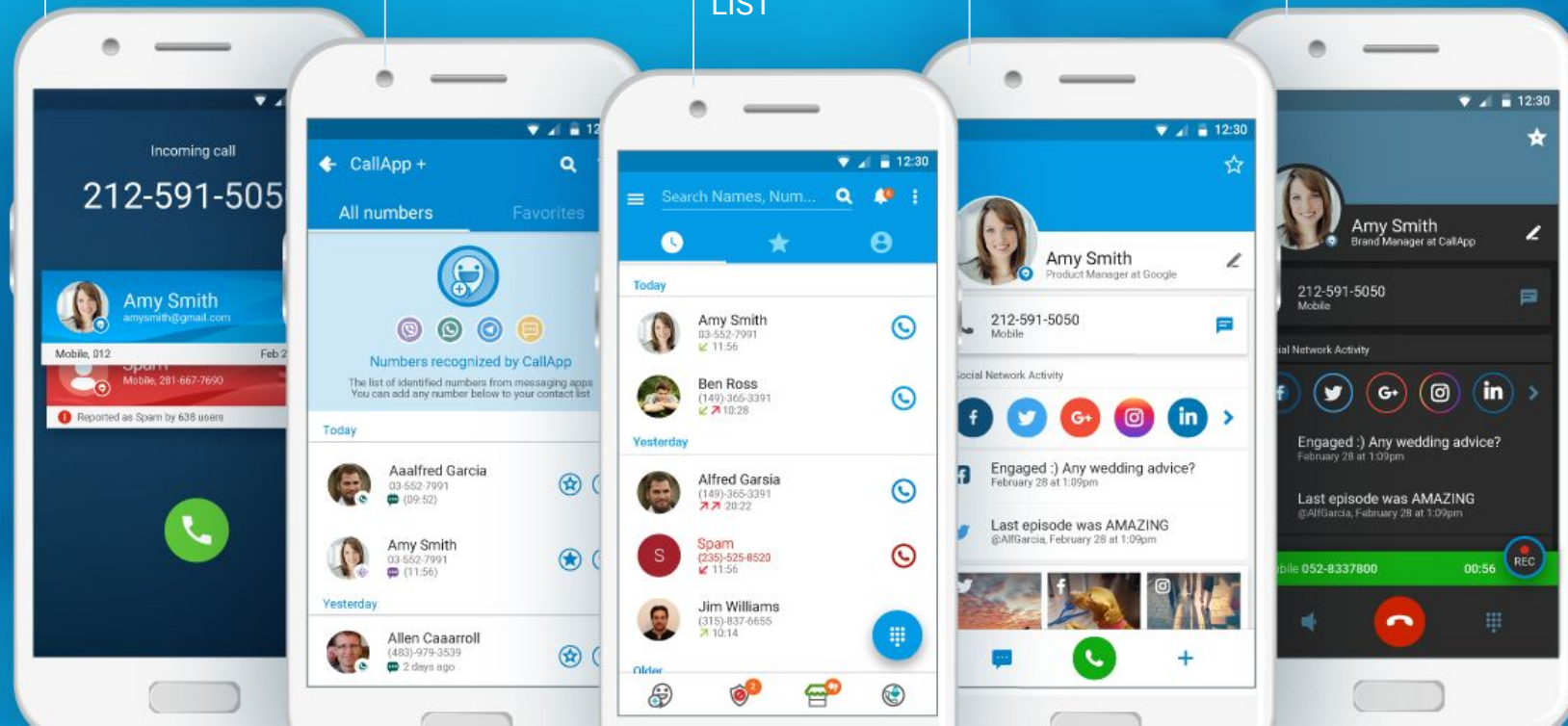
CALLER ID

MESSAGING APPS ID

CONTACT LIST

SOCIAL ID

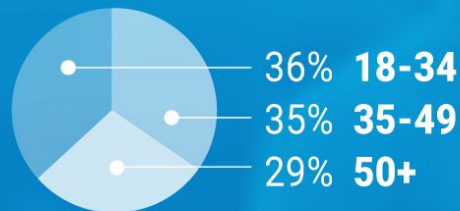
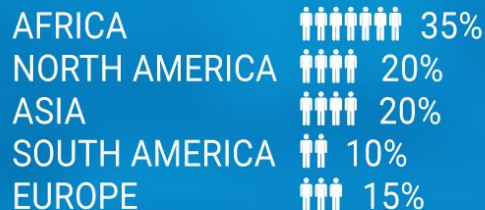
CALL RECORDING



OUR AUDIENCE



198 COUNTRIES



Our users consist of $\frac{1}{3}$ Millennial, $\frac{1}{3}$ Gen-X, and $\frac{1}{3}$ Boomers. No matter their demographics, our users are ready to engage whenever they receive a phone call or message.



OUR CREDENTIALS



470,000+

GOOGLE PLAY REVIEWS



4.4+

GOOGLE PLAY RATING



9,500,000+

SOCIAL MEDIA NETWORK FOLLOWERS



40,000,000+

DOWNLOADS GOOGLE PLAY



NO 1
CALLER ID APP
IN NORTHERN AMERICA



TOP
DEVELOPERS
CHOICE AWARD

WHY ADVERTISE WITH US?



1. IMPACTFUL

2. PRECISELY CRAFTED ADVERTISING

Comprehensive profiles of 3 Billion users allows us to individually target the right user at the right time

3. INFINITE DEMOGRAPHICS

CallApp is booming for every generation, therefore we have a diverse selection of demographics

4. PRECIOUS MOMENTS CALL FOR PRECISE ADVERTISING

When a User is surrounded by their family and friends they feel considerate, comfortable and safe. With our carefully crafted Ads, we're able to reach users in these precious moments.

OUR AD FLOW

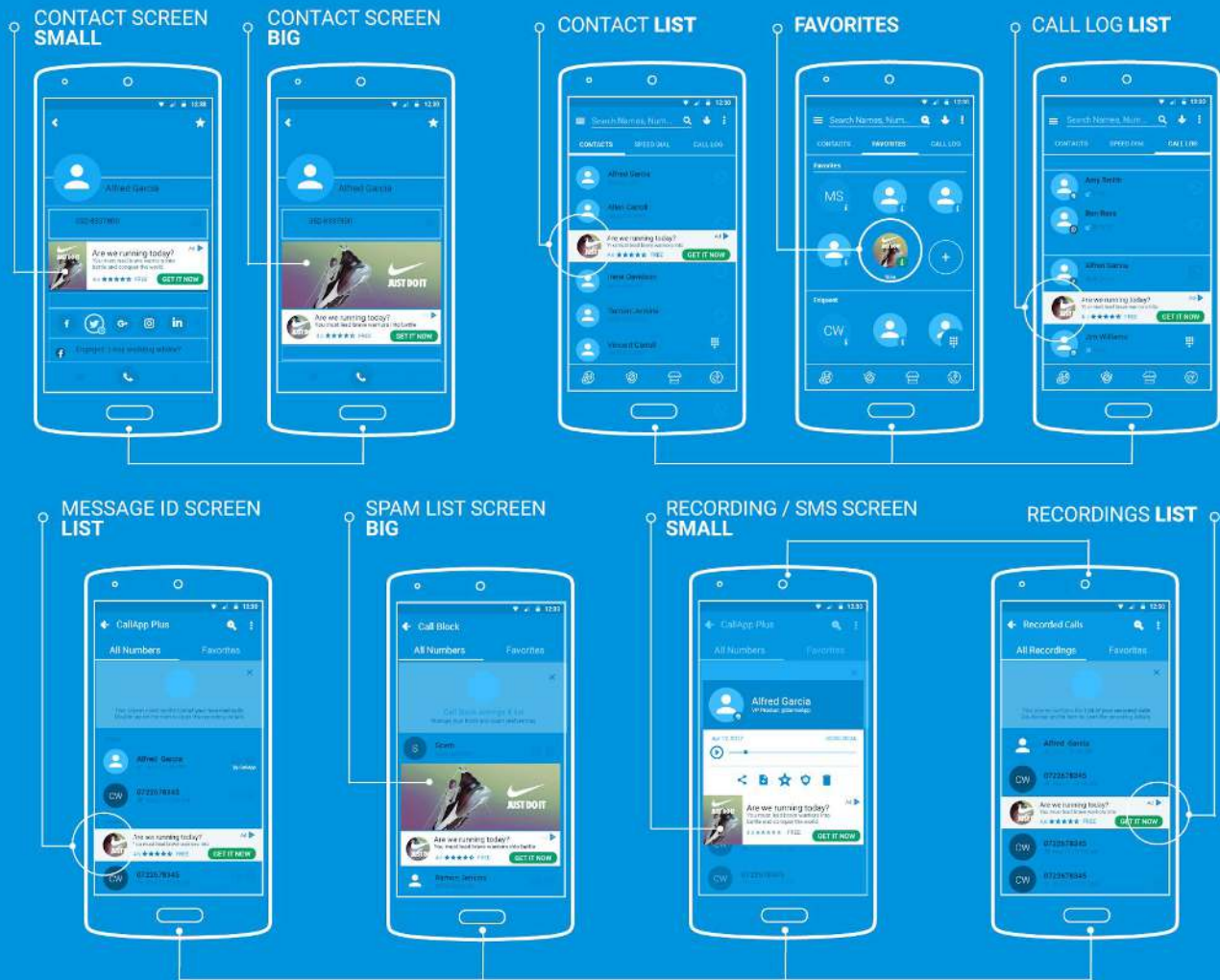
Our app is built around well placed, A/B tested advertising and we're dedicated to supplying users with the finest and **most engaging** Ad experience imaginable.

Advertising on CallApp is **powerful, immediate**, and **relevant** to our users' lifestyle.

AVERAGE ENGAGEMENT RATES

NATIVE ADS **1%- 4%**

DISPLAY ADS **1%-2%**



CALLAPP AD PRODUCTS



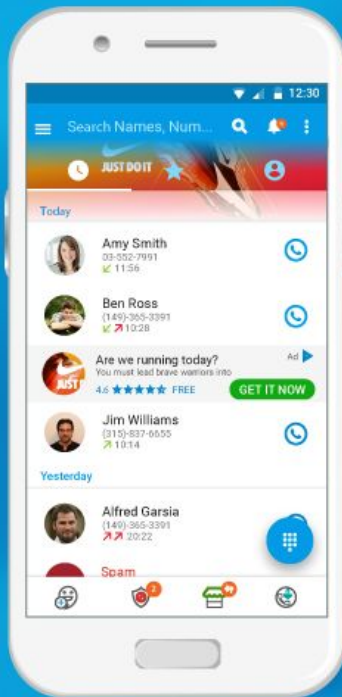
SMS



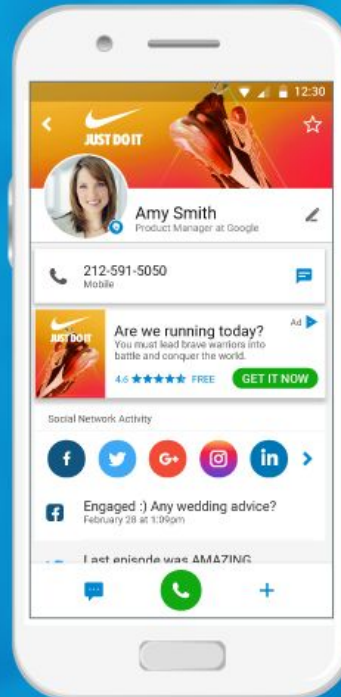
FAVORITES
WITH BRANDED TOP BAR



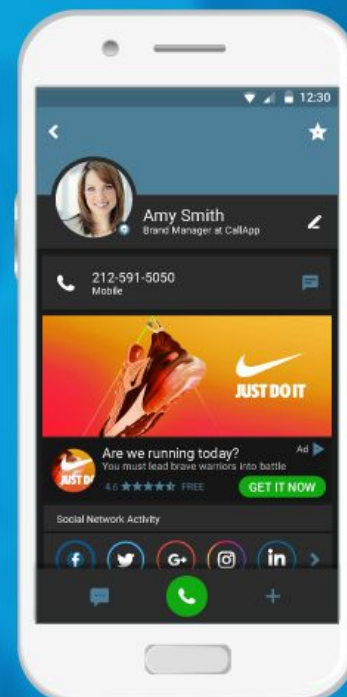
CONTACT LIST
WITH BRANDED TOP BAR



CONTACT SCREEN
WITH BRANDED COVER



CONTACT SCREEN



FROM THE PRESS



"It looks pretty simple to use and lets you see things like recent posts from others on LinkedIn.."



"CallApp Uses Social Data To Build A Smarter Smartphone Contact Book.."



"The App, currently used by over 25 million users worldwide, is the largest caller ID app in the US"



"It brings functionality that I've been searching for since getting my first Android phone.."

THANK YOU!

TO LEARN MORE:

Email us at: **advertising@callapp.com**

Or visit us at: **callapp.com/advertising**

