

PERFORMANCE MARKETING · ADVERTISING NETWORK

Turn attention into performance.

We connect advertisers with high-performance traffic partners through measurable acquisition campaigns.

Performance marketing | Affiliate network | Advertising technology

WHO WE ARE

A performance network, engineered.

Two sides, one measurable outcome. We build the tracking, then buy and optimize against it.

Advertisers

Brands, apps and agencies buying outcomes — not impressions.

Publishers

Publishers, affiliates and creators paid fairly for traffic that converts.

01

Transparent economics

Models, payouts and conversion definitions agreed before a click is bought.

02

Conversion-focused tracking

Click IDs, sub-IDs and server-to-server postbacks on every step.

03

Quality before volume

Traffic is monitored and validated, then scaled only when it converts.

THE PROBLEM

Volume is not value.

Most traffic fails quietly. Three things go wrong.

01

Noisy traffic

Impressions and clicks arrive in bulk, and almost none of it converts.

02

Opaque attribution

When something does convert, nobody can say which source earned it.

03

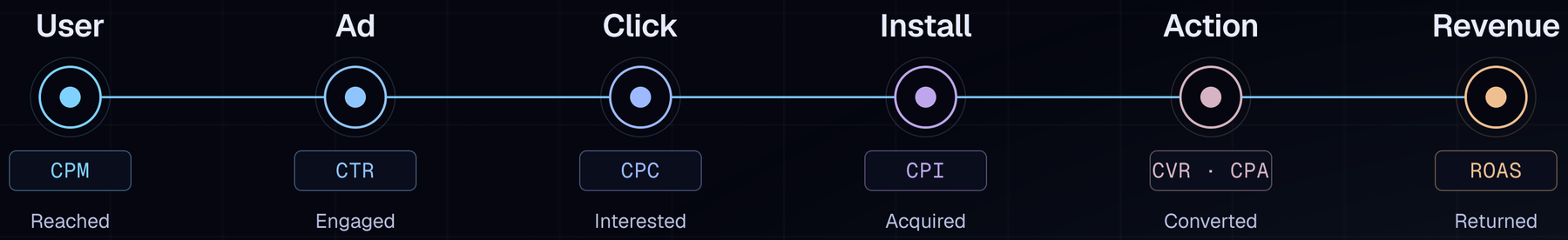
Volume ≠ value

Budgets chase scale, so spend rises while measurable outcomes stay flat.

OUR APPROACH

Every gate is a measurement.

Six steps from user to revenue. Each one is a gate we can read, price and optimize.



REACH TO REVENUE

From reach to revenue.

Five movements. Each produces a signal, and each signal is measured.

01

Reach

SIGNAL

Impressions in-market

MEASURED BY

CPM · viewability

02

Engage

SIGNAL

Clicks and intent

MEASURED BY

CTR · CPC

03

Convert

SIGNAL

Installs and actions

MEASURED BY

CPI · CVR · CPA

04

Measure

SIGNAL

Attributed revenue

MEASURED BY

Postbacks · ROAS

05

Scale

SIGNAL

Budget to what works

MEASURED BY

Cohort · LTV

ENGAGEMENT MODELS

Pay for the moment you choose.

Each model moves risk to a different point in the funnel.

CPI

Cost per install

BEST FOR
App growth

RISK SITS WITH
Publisher

CPA

Cost per action

BEST FOR
Verified events

RISK SITS WITH
Publisher

CPL

Cost per lead

BEST FOR
Lead generation

RISK SITS WITH
Shared

CPR

Cost per registration

BEST FOR
Sign-ups

RISK SITS WITH
Shared

CPS

Cost per sale

BEST FOR
Commerce & subs

RISK SITS WITH
Publisher

CPC

Cost per click

BEST FOR
Traffic & intent

RISK SITS WITH
Advertiser

CPM

Cost per mille

BEST FOR
Branding & reach

RISK SITS WITH
Advertiser

Terms agreed up front · campaign.terms v1 · You pay when → conversion.verified

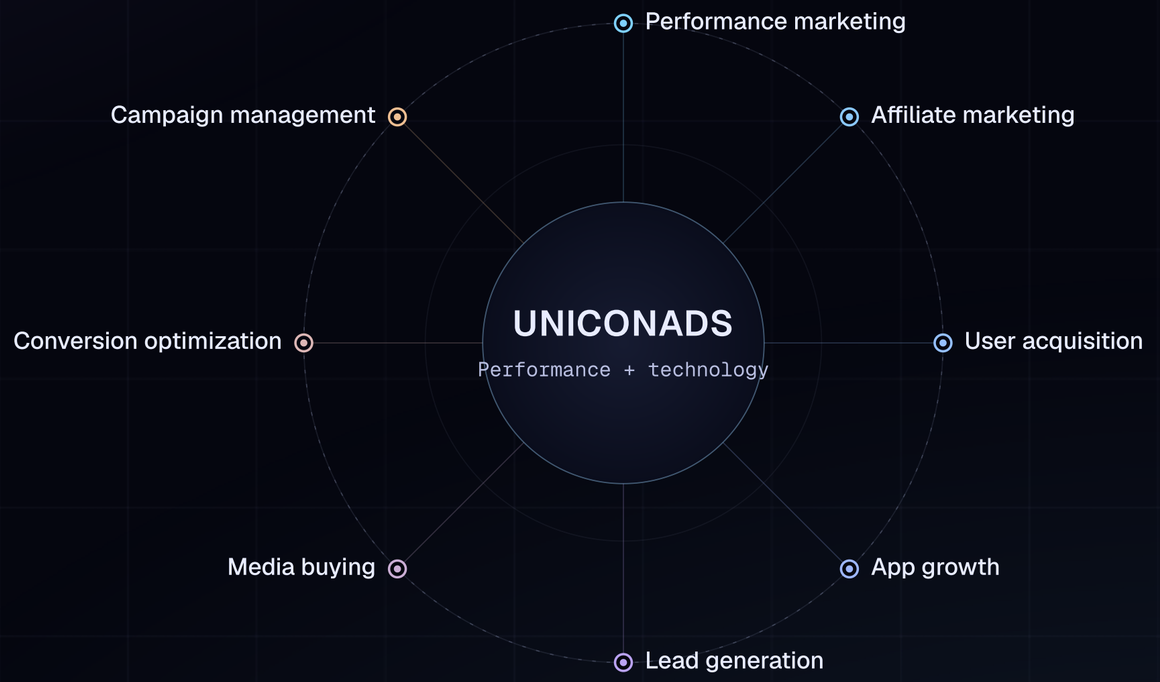
SERVICES

Eight disciplines, one engine.

Performance and technology, orbiting the same goal: measurable growth.

PERFORMANCE + TECHNOLOGY

One team runs the strategy and builds the tracking it is judged on.



FOR ADVERTISERS

Acquire customers, not just clicks.

Define the outcome, and we build the engine to reach it.

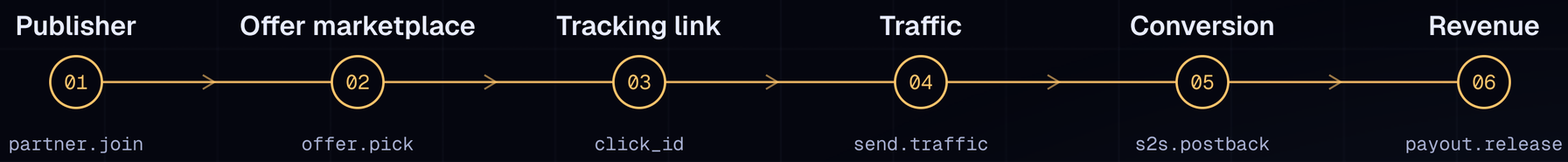


Start advertising →

FOR PUBLISHERS

Monetize traffic that performs.

Pick offers, get a tracking link, and get paid on verified conversions.



Join as publisher →

WHERE TRAFFIC COMES FROM

Many sources. One standard: quality.

Our partners deliver through every major channel. Each source is tagged, scored on quality, and scaled only when it converts.

In-app
Placements inside mobile apps.

Push
Opt-in notification campaigns.

Search
Intent captured at the query.

Social
Paid and community channels.

Native
Editorial and feed placements.

Display
Banner and interstitial inventory.

Rewarded
Opt-in video for app installs.

Email & SMS
Owned-audience messaging.

OEM & pre-install
Device-level distribution.

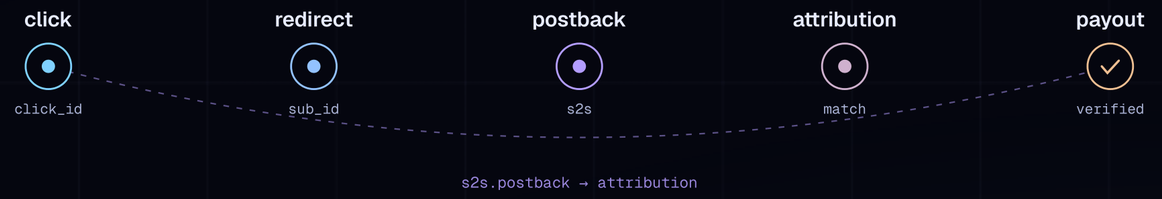
- Every source carries a click ID — volume follows value, never the reverse.

TRUST & TRAFFIC QUALITY

Quality before volume.

Every click is identifiable, every conversion is confirmed server-to-server.

- **Click IDs & sub-IDs**
  Each click carries an ID and your own sub-IDs for source-level truth.
- **S2S postbacks**
  Conversions confirmed server-to-server, not trusted from the browser.
- **Monitoring & validation**
  Traffic quality is watched continuously and fraud is filtered out.

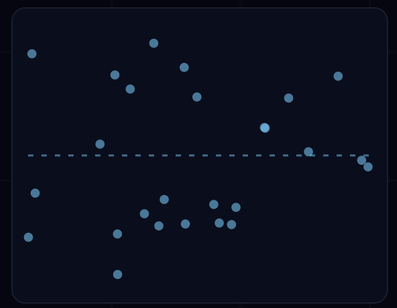


> “If we can’t measure it, we don’t scale it.”

OPTIMIZATION

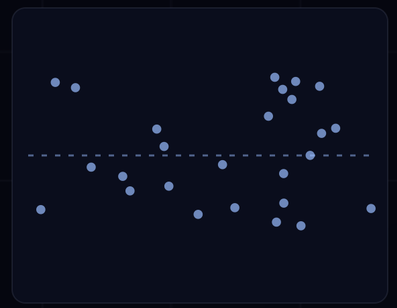
From chaos to predictable growth.

Sources that convert earn more budget. Sources that don’t are paused.



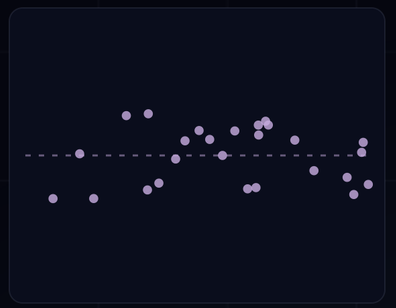
Chaos

spread 100%



Filtering

spread 62%



Optimization

spread 34%



Predictable growth

variance ↓

ENGINEERING MEETS ADVERTISING

Where engineering meets advertising.

The team comes from software. We build the stack we run campaigns on.

We write the tracking

Click IDs, postbacks and attribution are our own code.

We ship apps & pages

Landing pages and app builds we produce ourselves.

We read the logs

When a conversion is missing, we trace the request.

We name the broken link

Click → redirect → postback → attribution → payout: we tell you which failed.

Advertising

- Offers & payouts
- Traffic sources
- Campaign strategy
- Conversion goals

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Technology

- Tracking & postbacks
- Apps & landing pages
- Logs & debugging
- Attribution

SAME TEAM, BOTH SIDES OF THE FUNNEL.

GLOBAL REACH

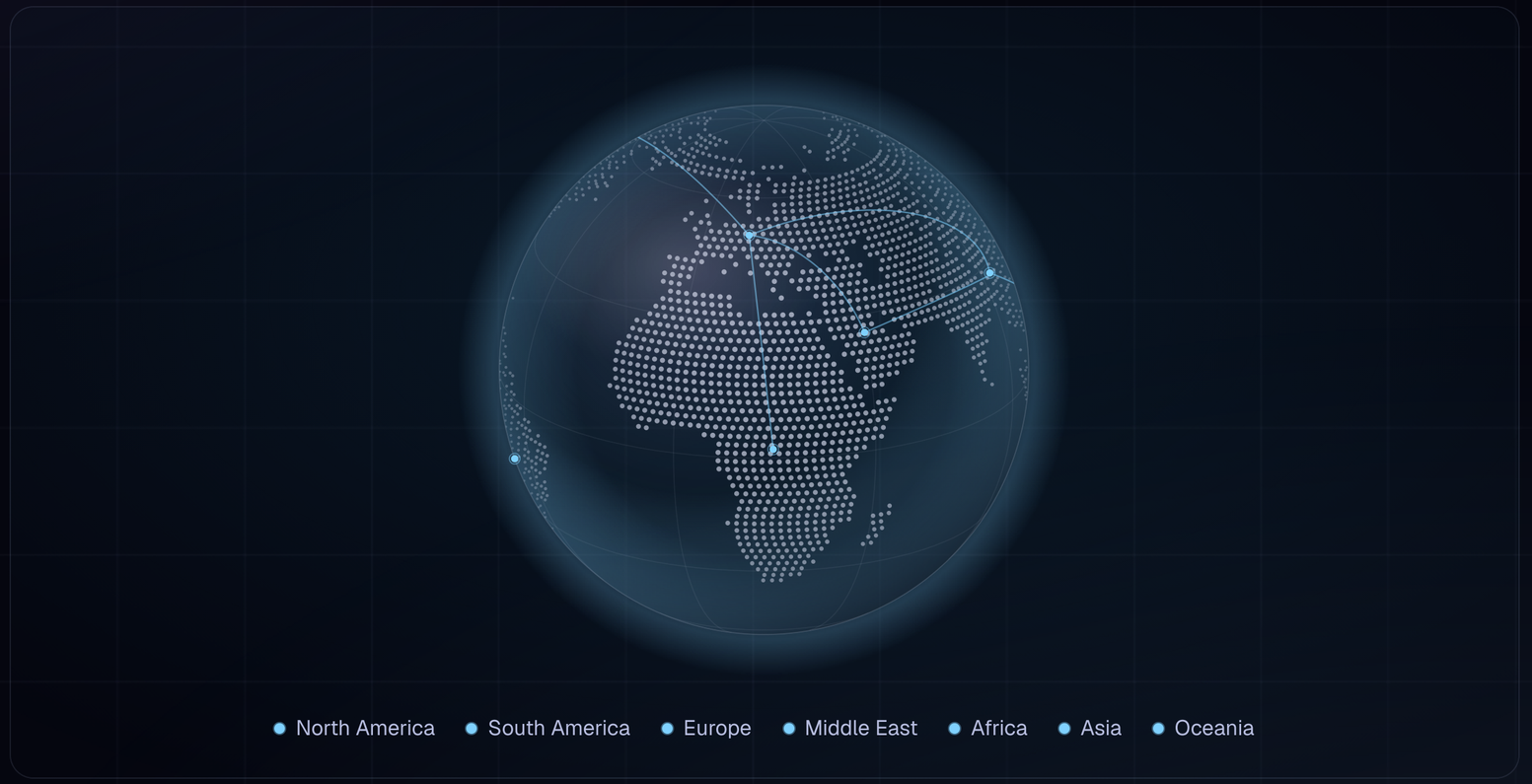
Planned per GEO, not copy-pasted.

Audiences, devices, payment habits and regulations differ by market — so campaigns are planned per GEO.

AVAILABLE IN 9 LANGUAGES

EN HI AR ES FR ZH RU VI HE

[ADD VERIFIED GEO LIST]



CAMPAIGNS WE POWER

Brands and campaigns we run traffic for.

A snapshot across fintech, gaming, consumer and commerce — every one measured on verified conversions.

FairMoney
Loans & banking

Moomoo
Trade & invest globally

GG.Poker
Online poker

M.Sport
Sports betting

Quick Casino
Online casino

Swiggy
Food delivery

Toing
Food delivery

Flipkart
E-commerce

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CONTACT

Let’s make every conversion count.

Tell us the outcome you want. We’ll build the campaign to reach it.

Start advertising →

Join as publisher →



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support@uniconads.com

WEB
uniconads.com

LINKEDIN
linkedin.com/company/uniconads