

InstallMonetizer's Bundled Distribution Model

InstallMonetizer



BUNDLING OFFERS

We distribute your product by bundling it with another software a user is installing.

- **Bundling:** offering end user's recommended products during the install of another software title



BRAND NAME ADVERTISERS

- We work with top tier advertisers.
- Clients include:

The logo for Bing, featuring the word "bing" in a blue, lowercase, sans-serif font with a small orange dot above the letter 'i'.The logo for Yahoo!, featuring the word "YAHOO!" in a purple, uppercase, serif font with a registered trademark symbol.The logo for Norton, featuring the word "Norton" in a bold, black, sans-serif font with a yellow dot above the letter 'o', and the text "from symantec" in a smaller, grey, lowercase, sans-serif font below it.The logo for Amazon.com, featuring the text "amazon.com" in a black, lowercase, sans-serif font with a yellow smile arrow underneath the word "amazon".

REACH

Over **10 million**
global monthly installs

TARGETING

- **Country Based Targeting**
- **Computer Targeting**
 - PC language
 - Operating System
 - Default Browser
 - Competitor Software

REPORTS

- **Live Reports**
- **Details**
 - Offers Shown
 - Offers Accepted
 - Install Failure by geo and pc details
 - Install Success by geo and pc details
 - PC and Default browser information

ABOUT INSTALLMONETIZER

'Y Combinator-Backed InstallMonetizer Is A Selective Ad Network For Desktop Software' 

- **3+ years of experience in the business of software distribution and monetization with emphasis on tech & optimizing publishers campaigns**



- **Y Combinator company with investments from:**

- Kleiner Perkins
- Bessemer Horowitz
- Garage Technology
- Fenox Venture Capital
- SV Angel
- Transmedia Capital

- **Offices in Sunnyvale USA and Hyderabad India**