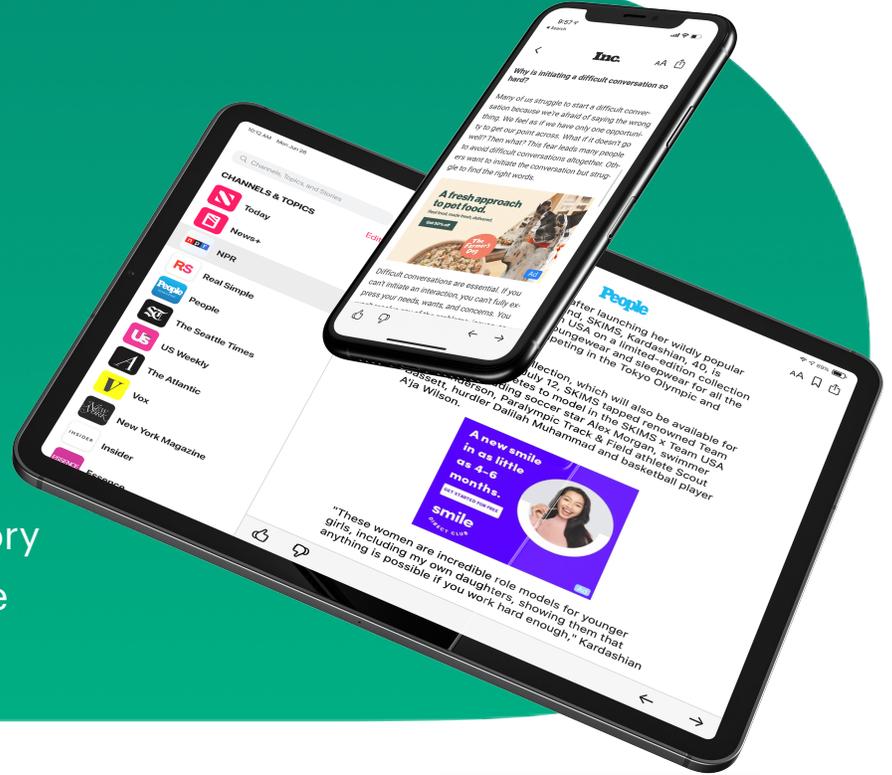


# jeeng

## Newsreader Monetization

Monetize 100% of mobile news app inventory to drive 3X more revenue



Q.

**Publishers, are you:**

Sitting on unsold inventory on mobile news apps?

Coming up short on direct sold?

Struggling with low backfill rates from app publishers?

A.

**Let Jeeng fill your demand.**



**Earn up to 25% higher CPMs**

triple your current news revenue at no cost to you.



**Less than 30% fill rate**

on mobile news apps, leaving publishers with unsold inventory. News apps try to fill the gap, but most can't deliver the volume.



**Jeeng is NOT a 3rd party source**

We operate as an agency for you, providing technical support to use your Google Ad Manager (GAM) account to backfill unsold inventory. Our white-glove ad solution for News Readers ensures smooth, trouble-free operation with virtually no time or effort on your end.

## How It Works:

- 1** Jeeng partners with publishers as an extension of your direct sales team.
- 2** We leverage your existing GAM inventory to backfill news app inventory.
- 3** Our waterfall fill aims to deliver 100% monetization by cycling through demand sources: direct sold > GAM > news app backfill > GAM
- 4** Ads are contextually targeted based on site content and advertiser's desired audience.
- 5** Revenue share pricing means zero up-front or monthly cost.



**Jeeng is your EXCLUSIVE News App monetization partner.**

Get up and running in just 10 minutes!  
Give us a call to get started today!

[www.jeeng.com](http://www.jeeng.com)

**jeeng**  
Bring your audience back