



AdKnowva

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2021

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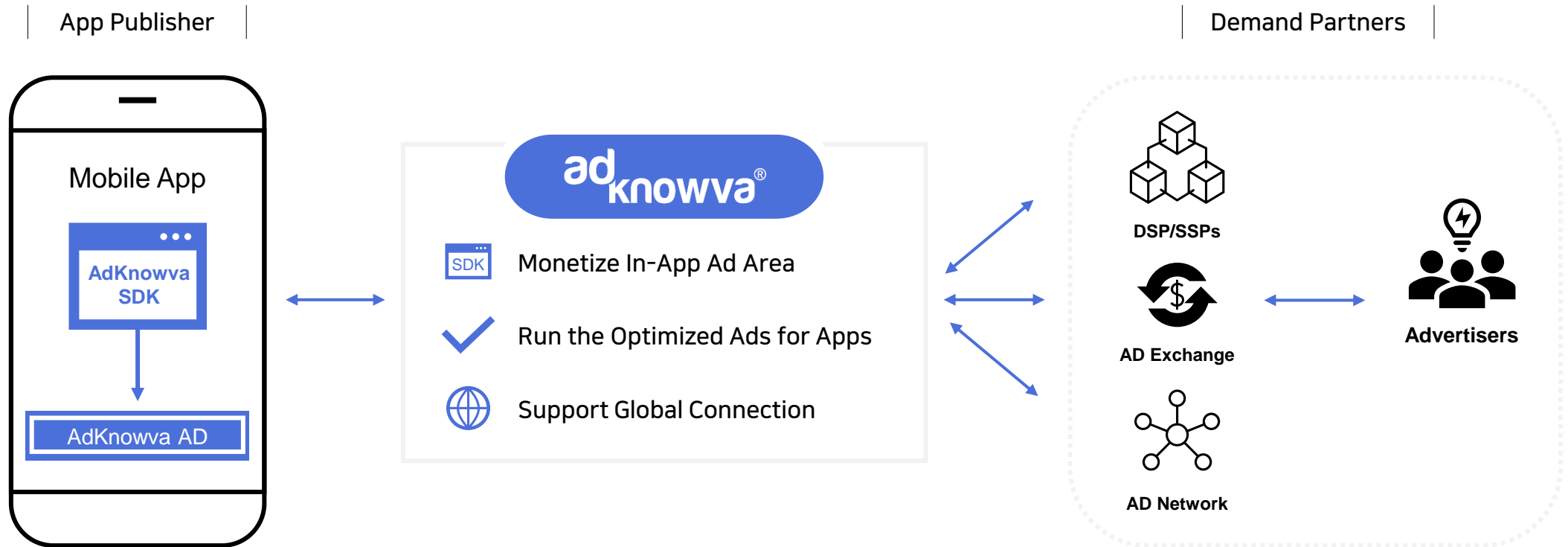
SSP.HUVLE.COM

01 Overview

Huvle In-App SSP

Huvle provided the extra Ad-revenue besides In-App Ads to Partnered Apps via HuvleView Notification-Bar service.

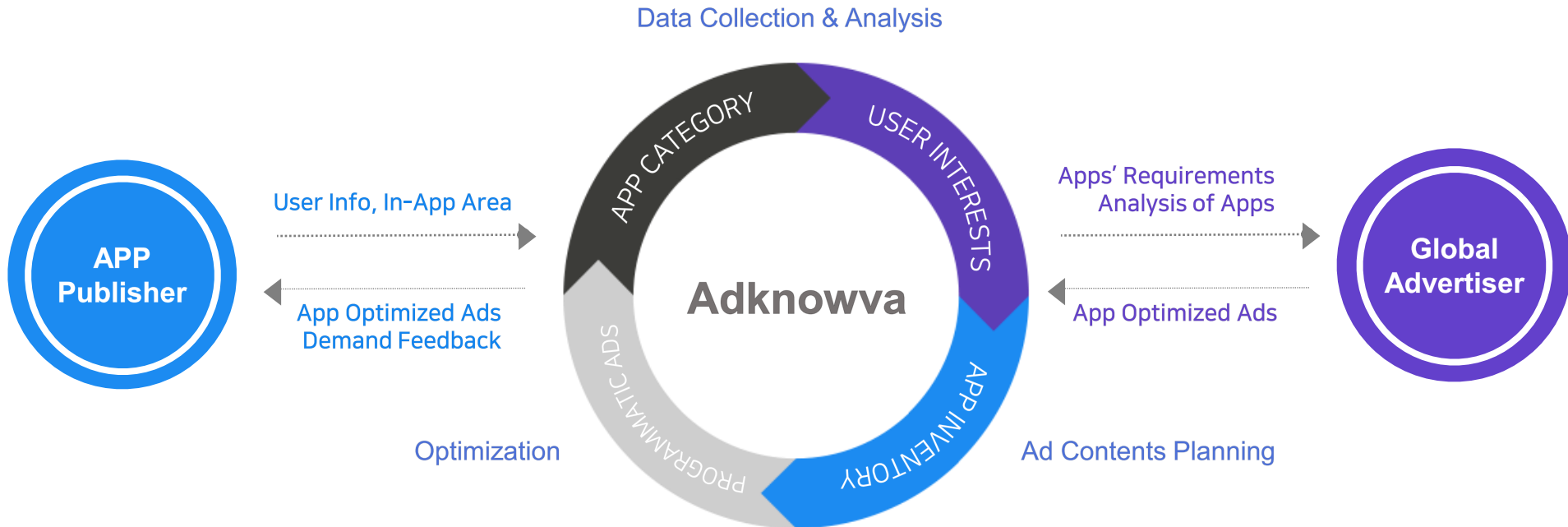
Now, Huvle has been grown up as [A Mobile Optimized In-App SSP with AdKnowva SDK and Its several years of experience.](#)



02 AdKnowva

Global Connection

Huvle optimizes the efficiency of Ad Inventory per each App Publisher and provides the immediate feedback for Ads via Direct Connection to Global Ad-Networks by representing app publishers which have difficulties to communicate with Advertisers.



02 AdKnowva

Global Connection

When the global users access Partner App, Huvle monetizes those traffic via AdKnowva Global Connection.

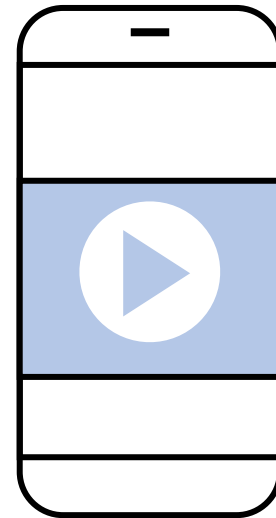
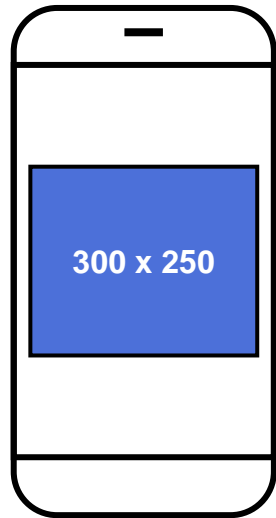
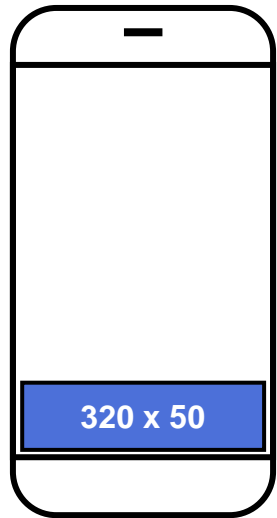
After analyzing the data of each user, Huvle sends the apps the ads with proper language and ad contents per each user.



Ad Formats

Huvle supports various Ad Formats which can be resized per each App Publisher include Standard Display Ads (DA).

Available Formats



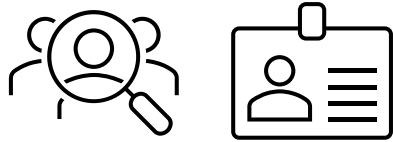
Display AD

Video AD (*Scheduled)

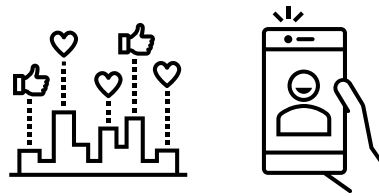
Targeting

With the Ad-Tech from Global DSP/ADX/SSP/Ad-Networks, run elaborate targeting ads optimized per each partnered app.

User Targeting



Sort and Analyze
User ADID



User Interest
Categories



Optimized Ads
For Each App

02 AdKnowva

Partnership

Huvle is integrated with Global DSP/ADX/SSP/Ad-Networks and over 180 App Publishers.

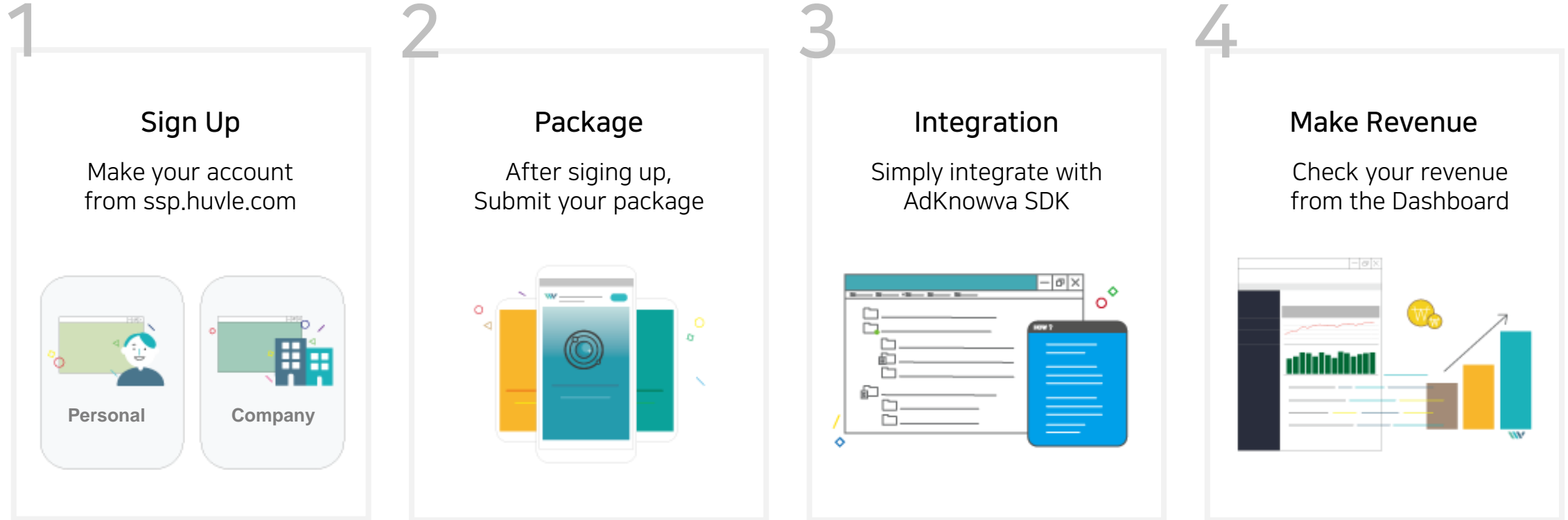
Partnered Ad Companies



03 Integration

SDK

Apps can be simply integrated with AdKnowva SDK. Huvle provides light SDK and simple dashboard site.



03 Integration

SSP.HUVLE.COM

Check your Ad-Revenue status from the intuitive dashboard site.

The screenshot shows the 'Report' page in the HUVLE SSP dashboard. A blue sidebar on the left contains navigation links: Management, Report, Revenue, Account, and Support. The main content area is titled 'Report' and features a search bar with two date pickers and two dropdown menus set to 'ALL'. Below this is a table with the following columns: Date, AD Request, Impression, Fill Rate(%), Clicks, CTR, and Revenue(KW). The table contains three rows of placeholder data.

Date	AD Request	Impression	Fill Rate(%)	Clicks	CTR	Revenue(KW)

Report Page

The screenshot shows the 'Revenue' page in the HUVLE SSP dashboard. The blue sidebar is the same as in the Report page. The main content area is titled 'Revenue' and includes a summary table with columns: Total, Currency, Completed, Processing, Withdrawable, and Apply for payment. Below this is a search bar with two date pickers and a search icon. At the bottom is a table with columns: Date, Profit, Status, and comment. The table shows two rows: one with 'Waiting' status and a 'Cancel' button, and another with 'Completed' status.

Total	Currency	Completed	Processing	Withdrawable	Apply for payment
	KRW				<button>Apply</button>

Date	Profit	Status	comment
		Waiting	<button>Cancel</button>
		Completed	

Revenue Page

Company History

2020

02. Ad Partnership with Global Advertising Company—PubNative
03. Partnership with Apps—Simple and Smart Mirror, Panelnow, TeleMagnifier, Measure Distance and Aiming
04. Ad Partnership with Global Advertising Company—Yeahmobi
05. Launched Huvle In-App SSP—AdKnowva
07. Signed MOU with Captains for entrance to global game market
AdKnowva Partnership with Big 5+ Global Advertising Companies
Partnership with Global App—Builds for TFT Teamfight Tactics
08. Partnership with Global Apps—Live Earth Map 2020,
Speed Camera Radar, ZZAL(Season2)
10. Partnership with Global Apps—Earth Map, Street View Map
11. Signed MOU with Kwangwoon University for Industry-Academic Cooperation
12. Ad Partnership with Global Advertising Companies—Teads, Mars Media Group

2019

02. Business Partnership with Vietnamese State-owned Company
Ad Partnership with Global Advertising Company—DecenterAds
03. Ad Partnership with Global Advertising Companies—Reklam Store,
Spartacs
04. Ad Partnership with Global Advertising Company—JezTec
Partnership with App—Ideal Type World Cup
05. Partnership with Apps—ZZAL, Notepad, Maple Encyclopedia
06. ISO 9001: 2015 Certification
07. Ad Partnership with Global Advertising Company—Bidsopt
08. Partnership with Apps—ID Scanner BbonBbon, Been Together,
Folder Note
09. Inno-Biz Certification
11. Partnership with Apps—HD Backgrounds, General Knowledge Quiz
12. Launched Huvle LATAM(sa.huvle.com)
Partnership with Apps—FOTO Gallery, ClearNote

2018

07. Established a new office in Vietnam
- Business Partnership with AnhLab Vietnam
09. Partnership with Vietnamese App Company—Falcon Security Lab
10. Ad Partnership with Global Advertising Companies—Smaato, Adstir, Cheetah,
Appthis
11. Ad Partnership with Global Advertising Companies—Tappx, Zilmtech

2017

02. Business Partnership with CJ Group
Signed MOU with TPMN for Strategy of Global AdTech
03. Acquired Venture Company Certification
Signed MOU with TPMN for Japan Business
11. Designated Company for Military Service Exemption

2016

01. Co-operated Advertisements with +30 Advertising Companies
through partnerships
+150 Apps were interlocked with Huvle library
03. Initiated a market research for China expansion
05. Increased the corporate capital to KRW 100 million
06. Relocated the headquarter to Pangyo
Applied for Huvle Trademark Rights (4120150050644)
08. Partnership with China Local Company
10. Established the overseas business department
12. Registered a patent for Huvle's business model
Signed a partnership with CK&B for an expansion in China

2015

06. Established Huvle Corp.
08. News contents partnership with The Zone Media
Keyword advertisement partnership with Daum Kakao
09. Registered company-affiliated R&D lab
News contents partnership with Aju Economy, and Nocutnews
Started advertising business with 15 advertising companies
12. A patent applied for B2B focused Huvle system

Thank you

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