

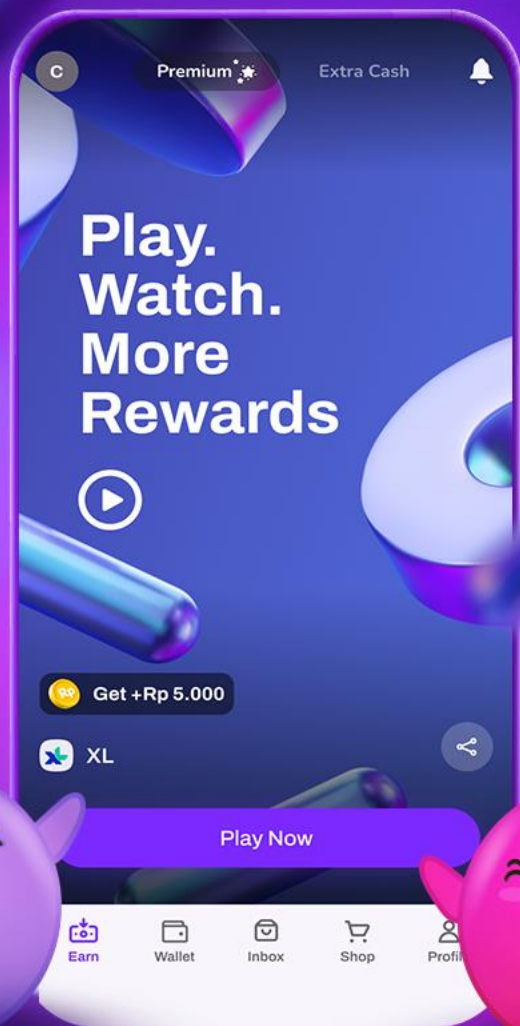


 Cashtree Ad

CASHTREE 3.0 MEDIA KIT 2024

Redefining Digital Engagement
with Integrated Rewards
and Fintech Solutions

www.cashtree.id



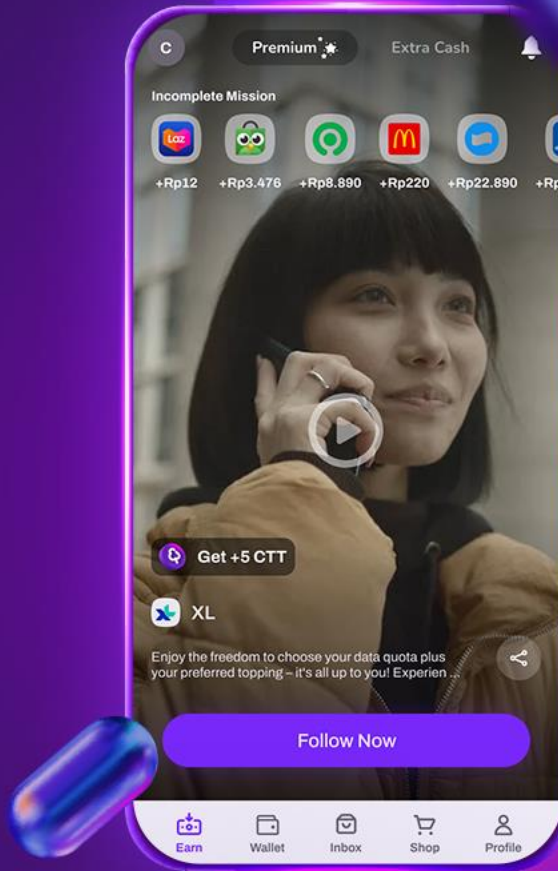
Welcome to Cashtree 3.0:

Innovating At The Intersection of Advertising
Technology and Financial Technology

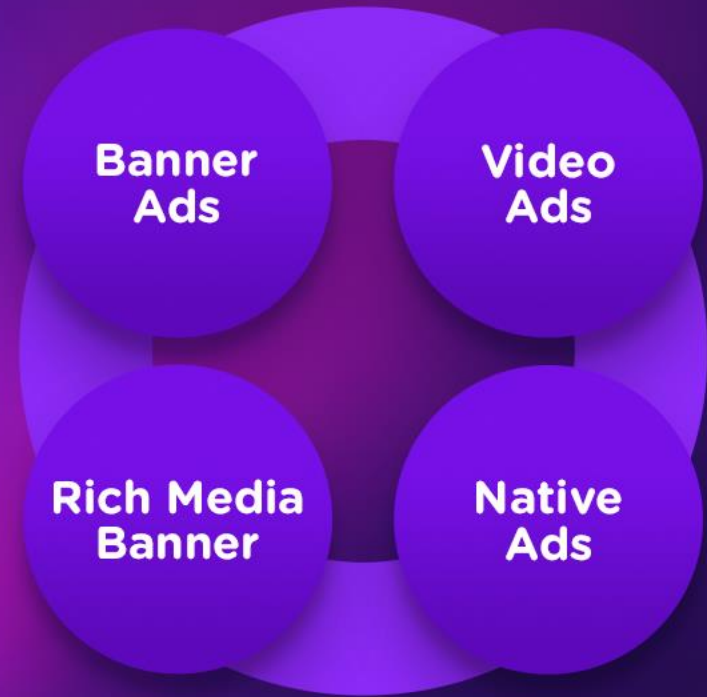
Cashtree, the leading mobile advertising platform in Indonesia with a robust user base of over 22 million, is pioneering the fusion of adtech and fintech through a groundbreaking platform that combines video-based marketing campaigns with an innovative e-wallet system.

Let's explore how Cashtree can take your brand's marketing performance to new heights.

Cashtree Media Solution

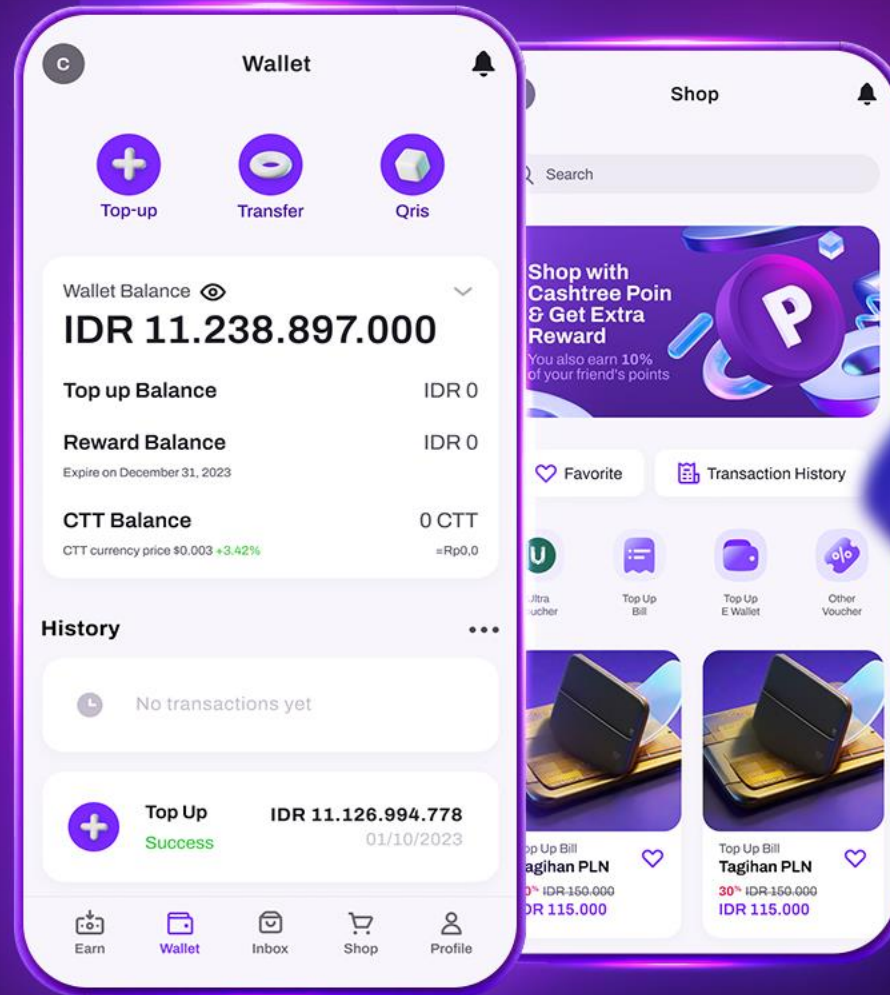


The App



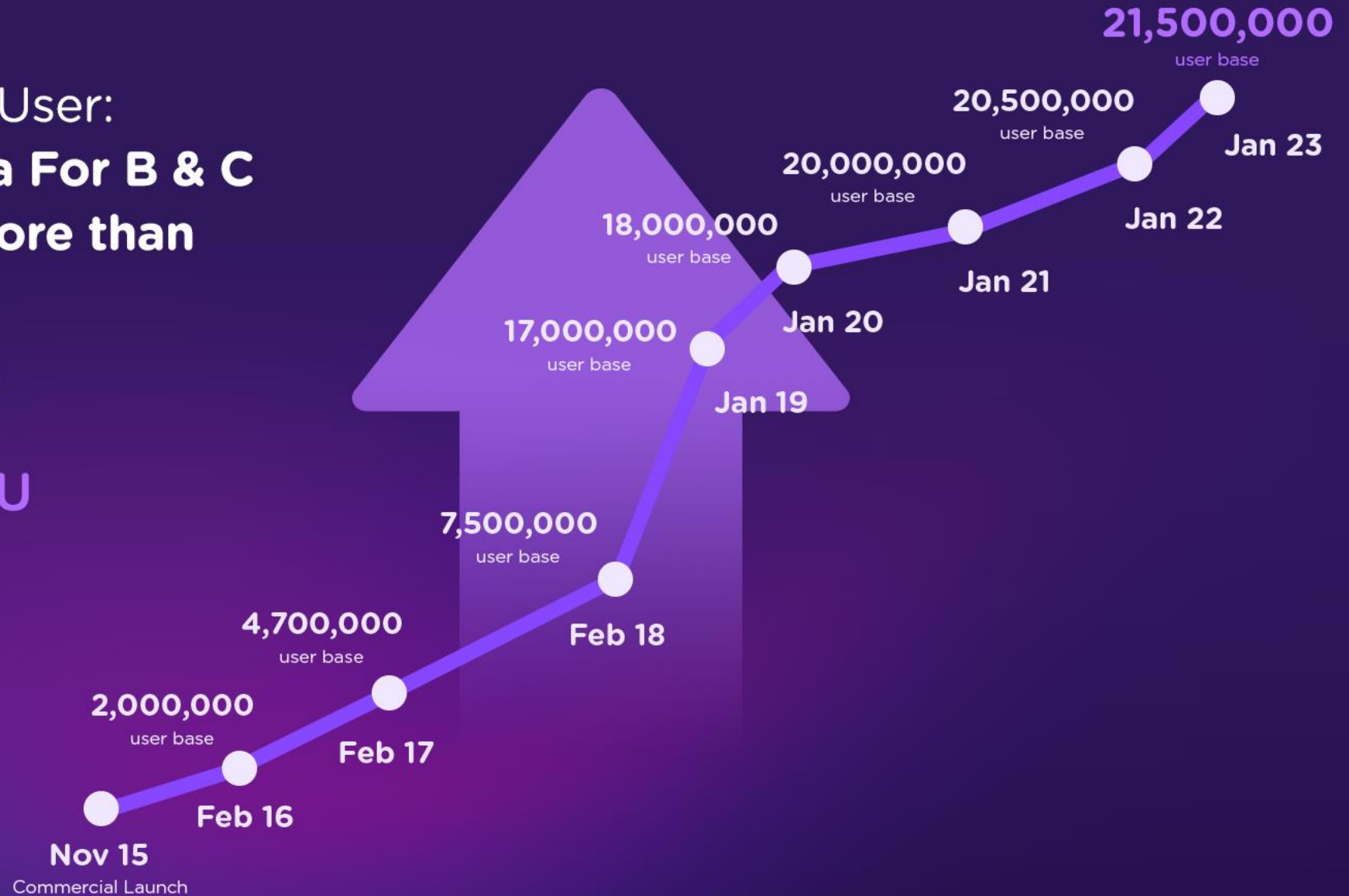
The Network

New User Interface



Wide Range User:
Mobile Media For B & C
Class with more than

21,500,000
downloaders
with around
2 million MAU



Targeting Options

Helps advertisers reach the right audiences by setting user targeting for the campaign.



Device Type



Telco Provide



OS Version



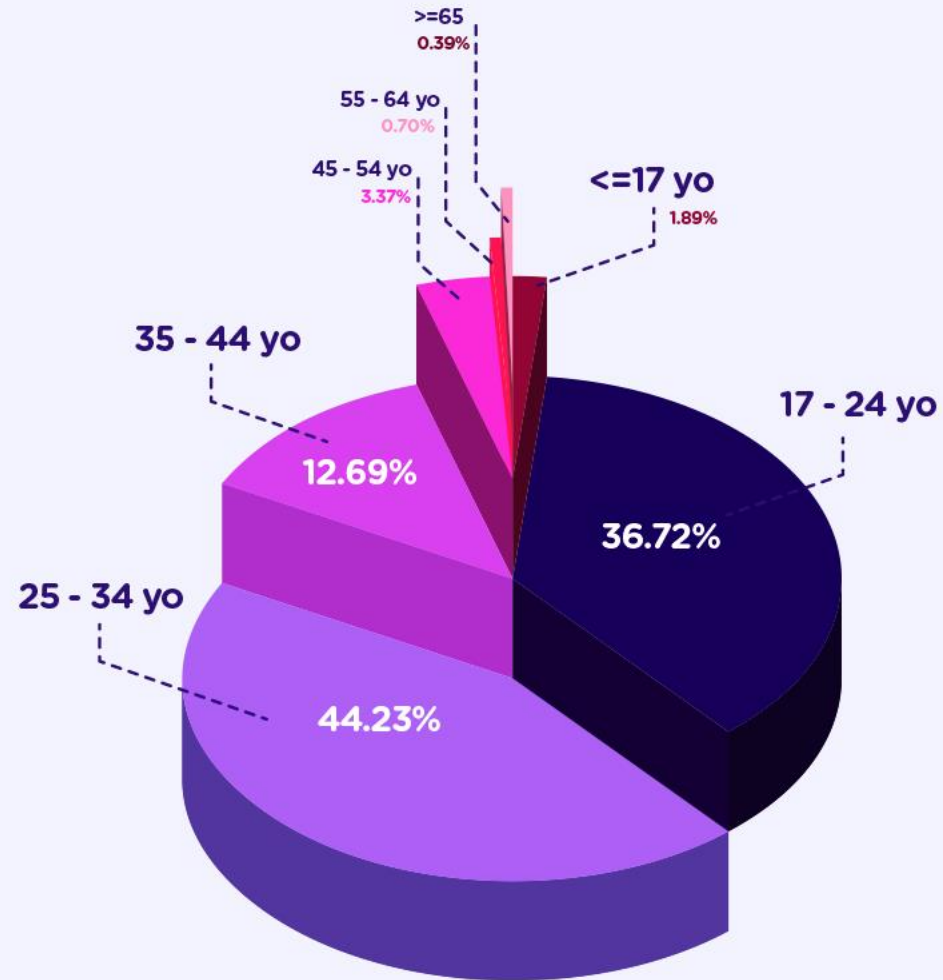
Location



Age



Gender



User Profile:

Over **75% Millennials and Gen Z** with more focus on male users.



70%



30%

Nanggroe
Aceh Darussalam
1.35%

Sumatera Utara
3.76%

Sumatera Barat
1.56%

Riau
2.25%

Jambi
1.22%

Sumatera Selatan
2.74%

Bengkulu
0.62%

Lampung
2.60%

Bangka Belitung
0.39%

Kepulauan Riau
0.63%

Kalimantan Barat
1.22%

Kalimantan Tengah
0.63%

Kalimantan Selatan
1.05%

Kalimantan Timur
1.36%

Kalimantan Utara
0.20%

Sulawesi Utara
0.68%

Sulawesi Tengah
0.75%

Sulawesi Selatan
3.02%

Sulawesi Tenggara
0.63%

Sulawesi Barat
0.25%

Gorontalo
0.47%

DKI Jakarta
7.66%

Jawa Barat
21.49%

Jawa Tengah
14.56%

DI Yogyakarta
1.65%

Jawa Timur
19.57%

Banten
4.24%

Bali
0.98%

NTB
1.23%

NTT
0.50%

Maluku
0.18%

Maluku Utara
0.11%

Papua Barat
0.16%

Papua
0.29%

Cashtree's Clientele:



Cashtree Service





Engaging Inventories

Step into the vibrant world of Cashtree, where we've redefined media inventory with our captivating and engaging new formats designed to captivate audiences.

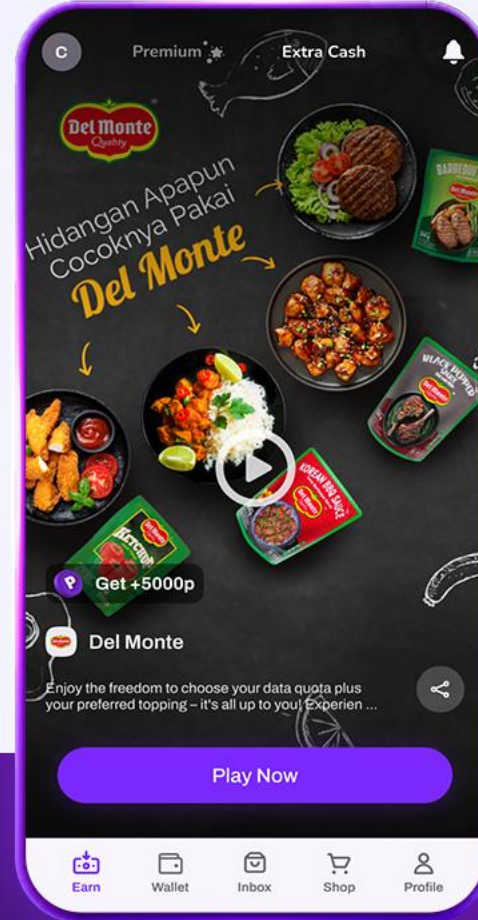
Immersive advertising experience users can't resist, as they spend more time exploring and engaging with Cashtree, enthusiastically participating in a variety of missions from our esteemed advertisers.

- Premium Campaign
- Exclusive Video Ads
- Insightful Surveys

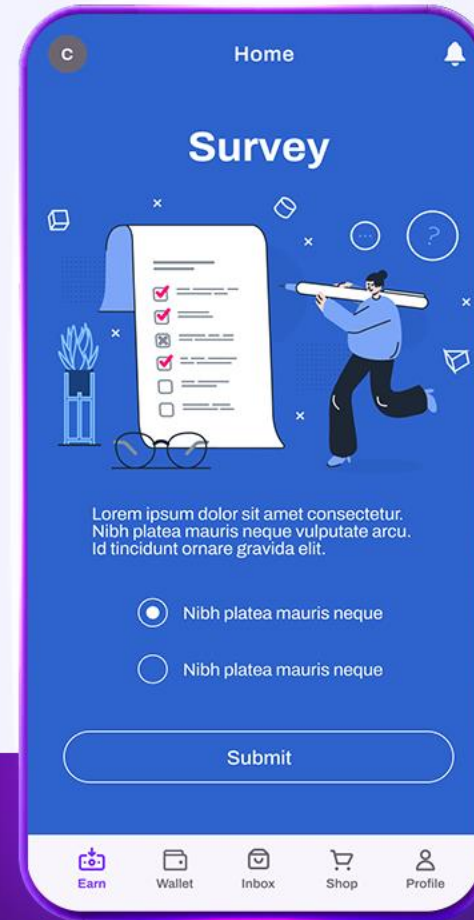
Cashtree, Where Every Interaction Rewards.



Premium Campaign



Exclusive Video Ads



Survey

Our Specialty Services



Install



Leads



Video Views



Multiple Triggers
(Sign-Up, Review
Rating, etc)

Triggers various actions to meet advertisers' goals, i.e. download, registration, watch video, and many more.



Socmed
Engagement
(e.g.likes,etc.)



Traffic

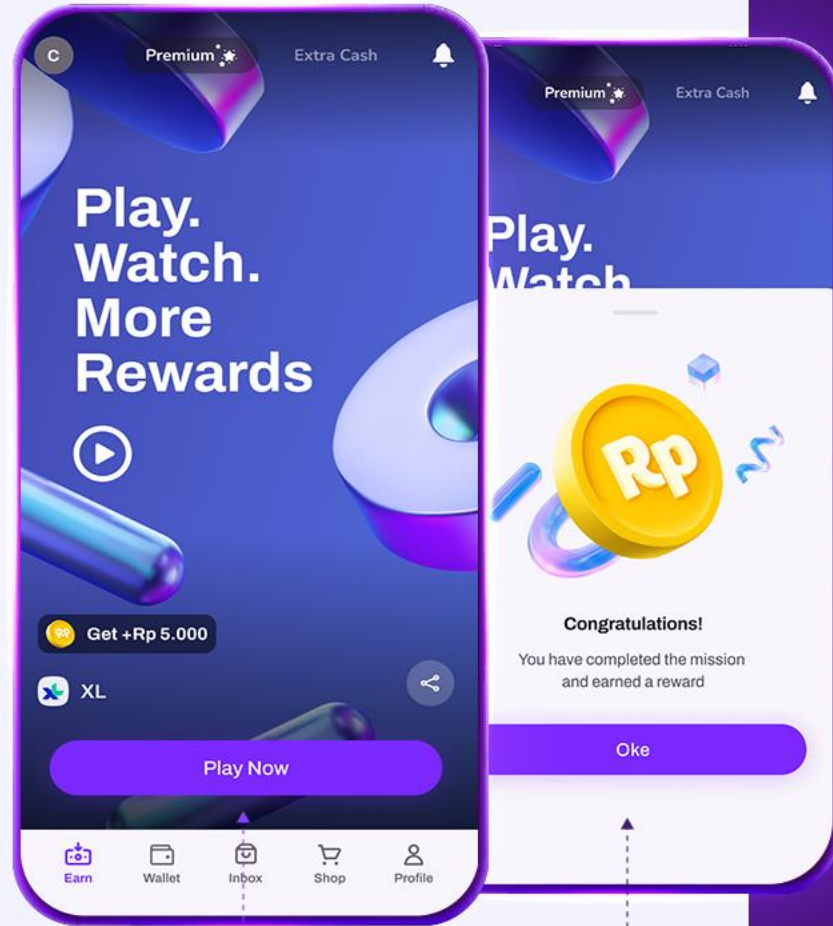
Cashtree In App Feature



Video Ads Campaign

Reward

Brand & Campaign Description



CTA

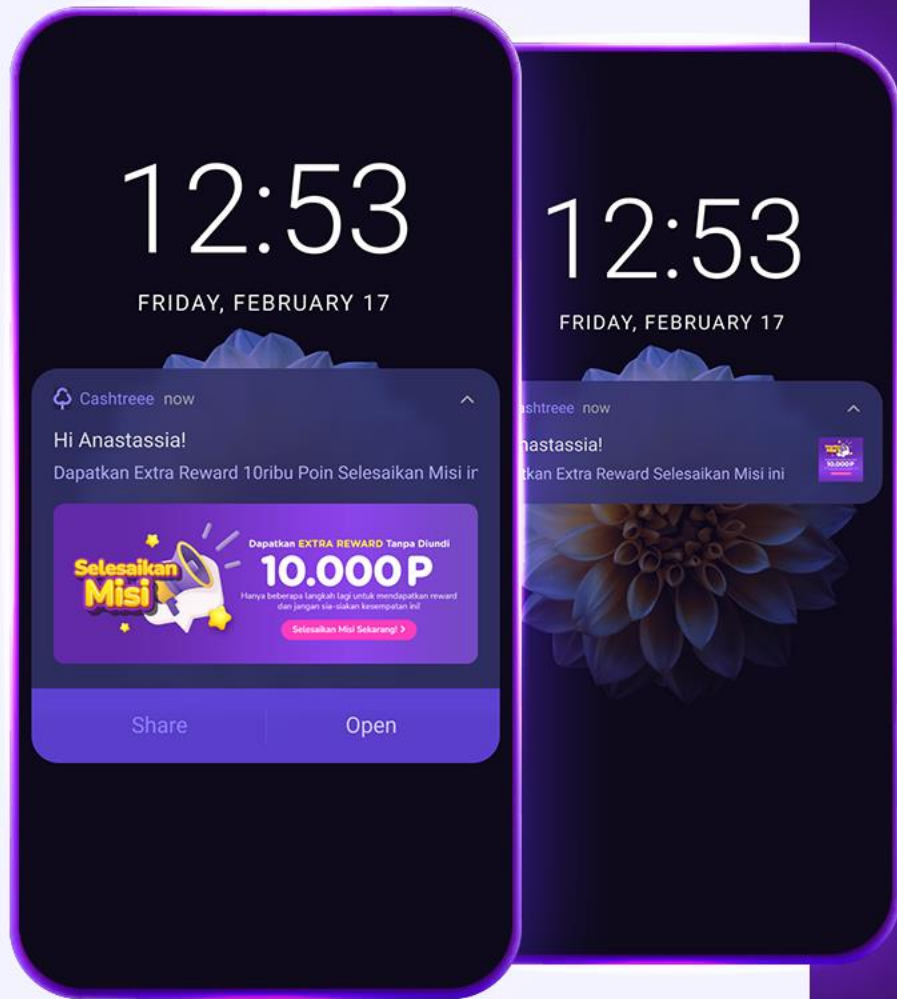
Get Reward

Video Ads

Get ready to be rewarded for your time!

Our revolutionary “Watch to Earn” feature lets users earn valuable Indonesian Rupiah (IDR) or Cashtree Tokens (CTT) simply by engaging with content and complete the mission.

Swipe. Earn. Thrive. – Cashtree, Your Gateway to Financial Innovation.



Push Notification

Be Heard, Be Noticed

Harness the power of push notifications to deliver timely updates and reminders, ensuring the audience never misses out on valuable content.

Cashtree, Maximizing Engagement and Conversion.



E-Wallet

Say Goodbye to Hassle with Cashtree 3.0!

Seamlessly establish your e-money and Web3 wallets within moments, putting the power of your ready-to-use-wallet.!

Cashtree's e-wallet seamlessly converts earned rewards into IDR. Users can enjoy the fruits of their efforts while your brand benefits from increased loyalty and sustained customer interest.

**Swipe. Earn. Thrive. – Cashtree, Your Gateway
to Financial Innovation.**



Vouchers

A door-opener for brands to connect with millions of savvy shoppers.

E-Voucher Reseller

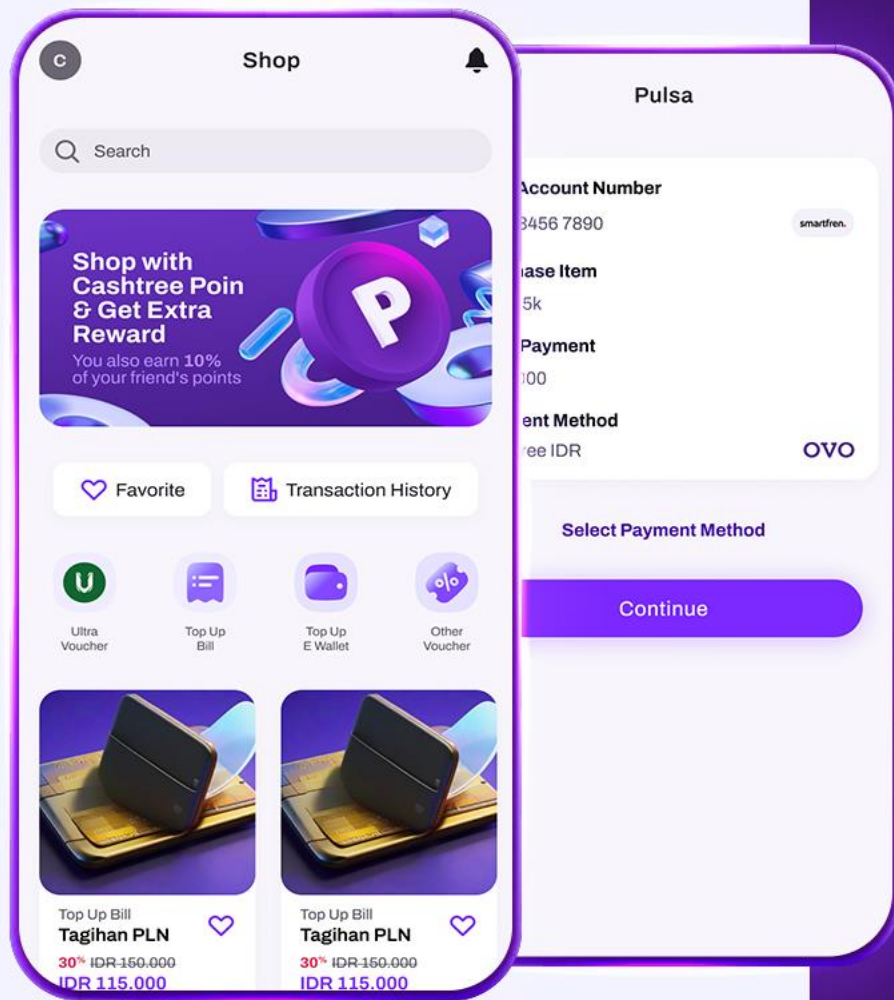
Deliver super deals that captivate audiences and seamlessly turn interest into sales. Let's make every click count!

Loyalty Redemption Partner

As a redemption partner for the company's loyalty program. Provide your customers with a variety of redemption options, increasing the value of your program and developing stronger brand loyalty.

E-Gift

Spread joy with the e-gift function! It's a perfect way to mark unique moments and create lasting memories. Make gifting effortless and memorable.



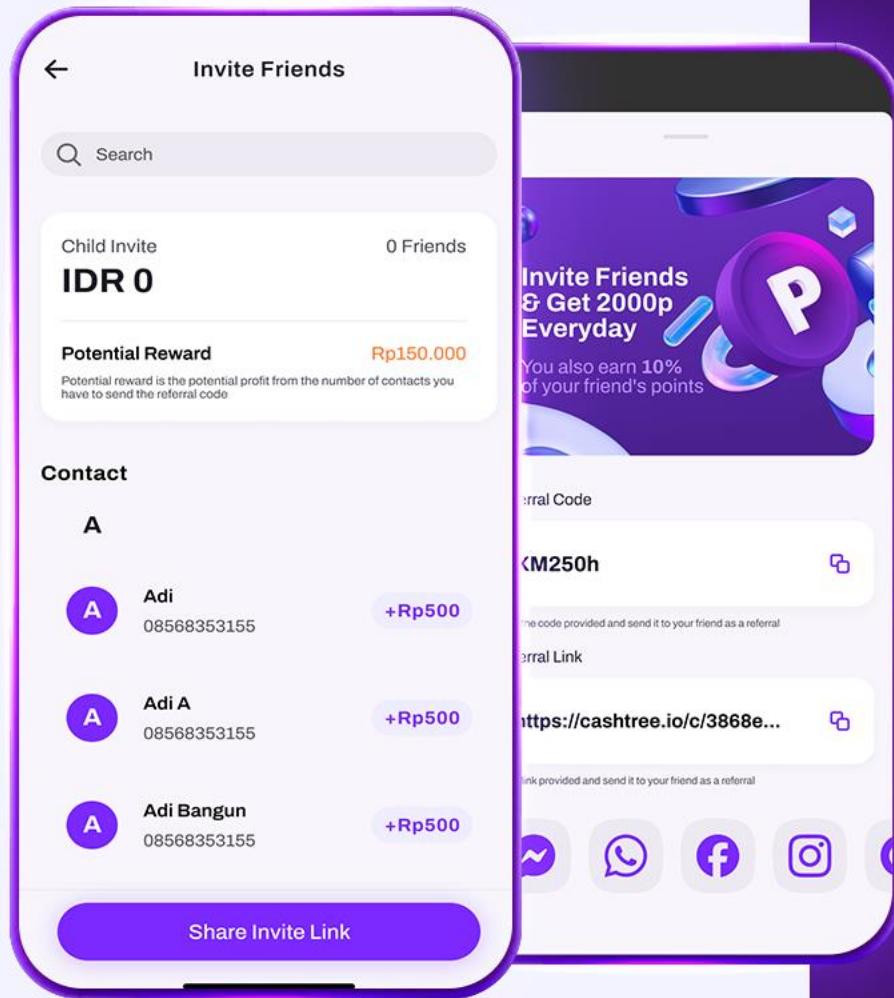
Shop

Revolutionizing the way brands connect with consumers.

We're cultivating a thriving community where every engagement translates into tangible value for both our users and our clients' businesses.

We have an ecosystem that not only incentivizes purchases but also fosters brand loyalty, ensuring repeat sales and long-term customer relationships.

Cashtree, integrates rewarded users into sales.



Invite Friends

The Power of Community: Invite Friends, Earn Together

By capitalizing on the network effect, we ensure continuous growth and sustainability for our business through the Invite Friends feature.

Join us in this journey of expansion, where every new connection enhances the Cashtree experience for everyone, making it a win-win for both our users and our platform.

Cashtree, Build Communities & Reward Connections.

Cashtree Network



Various SSPs (Supply Side Platform)

Advertisers



DSP

- GEO Location
- Device Targeting
- OS, etc

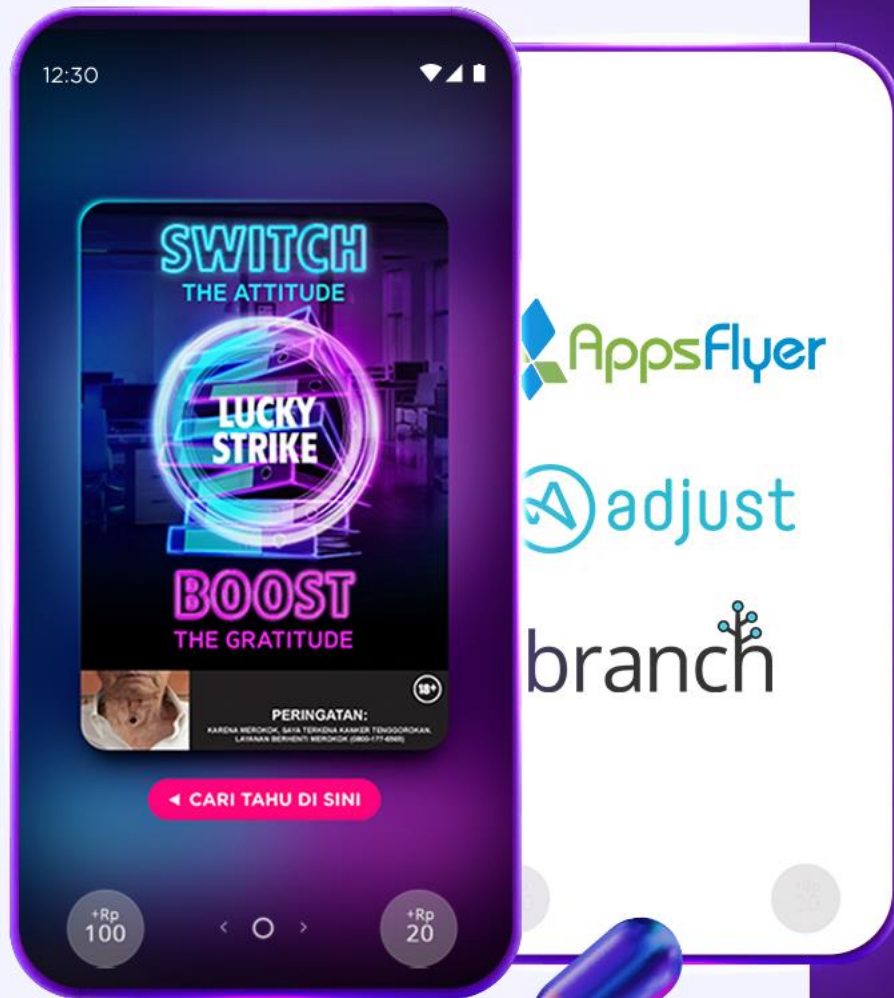


Publisher



Tracking Tools Partners





Tracking System That we Support

We work simultaneously
Utilizing their prestigious analytical &
attribution services.



Collaborate with Us

Reach out to our team to
explore how Cashtree can drive
results for your business.

✉ sales@cashtree.id

🌐 www.cashtree.id

**THANK
YOU**

