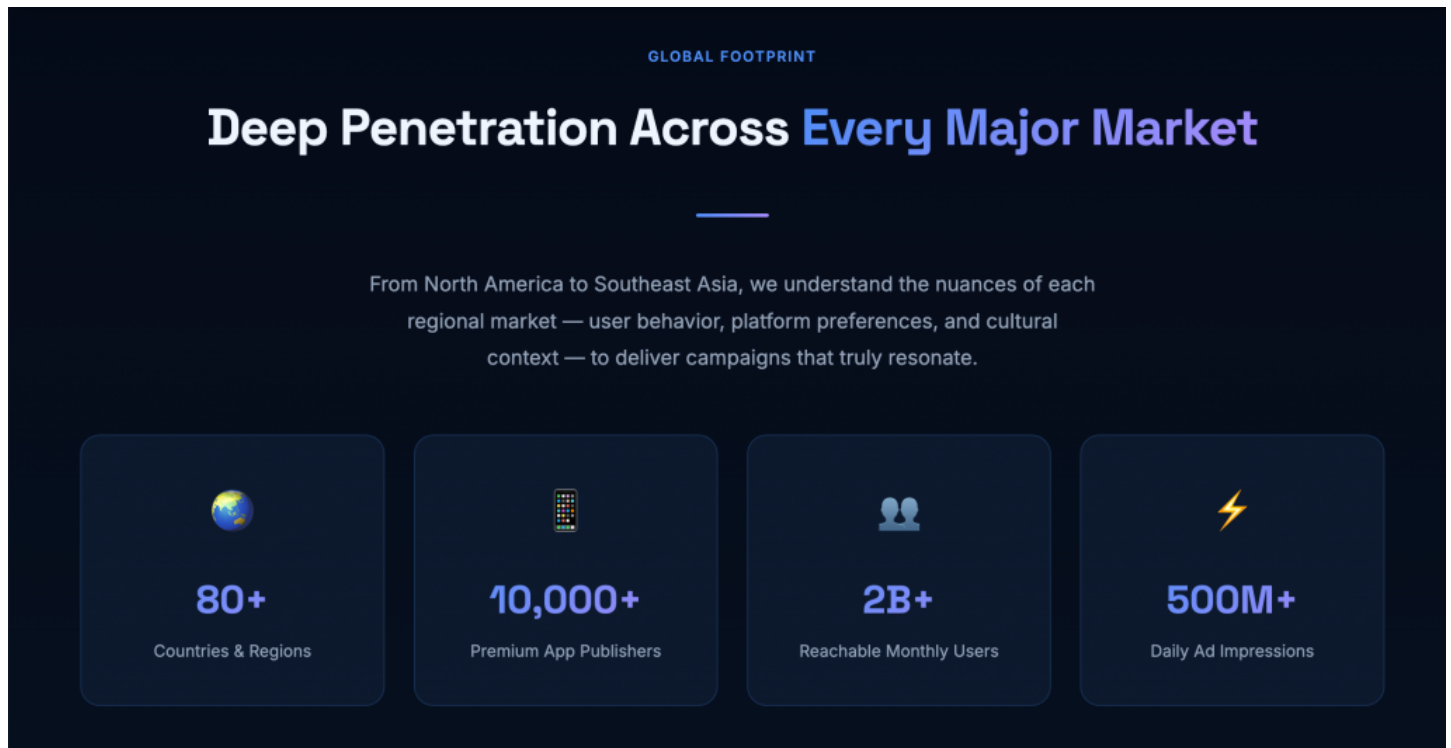


EffieUnion Technology: How an AI-Driven Mobile Advertising Partner Helps Marketers Scale Installs and Cut CPI Across 80+

How an AI-Driven Mobile Advertising Partner Helps Marketers Scale Installs and Cut CPI Across 80+ Countries



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<http://www.effieunion.top/>

SAN FRANCISCO / HONG KONG / SINGAPORE — Global advertisers are facing a harder question than ever: with AI reshaping every part of digital marketing, how do you scale mobile app installs, hold down cost-per-install (CPI), and turn ad spend into reliable return on ad spend (ROAS) — across dozens of markets at once?

EffieUnion Technology Limited (EffieUnion) is built to answer that question. Headquartered with a global operating footprint spanning Beijing, Chongqing, Hong Kong, Singapore, Japan, Korea, North America and South America, the company is a full-stack mobile advertising technology partner that combines AI-driven campaign intelligence with global programmatic ad distribution — helping advertisers and publishers reach high-quality users in more than 80 countries and regions, at scale, with measurable outcomes.

Who Is EffieUnion?

Founded as a global team of approximately 260 professionals, EffieUnion brings together deep product engineering and performance marketing capabilities. The organization is structured to cover the entire advertising value chain:

- 120+ product R&D specialists driving the platform, algorithms, and AI-powered creative and optimization engines;
- 70+ market and operations professionals running campaigns, quality control, and client delivery across regions;
- Dedicated teams in Business Development, Finance, Administration, Government Relations, Brand & Marketing, and Legal — including a 10-member legal function — ensuring global compliance, governance, and trustworthy operation in every market we serve.

This team structure is not incidental. It reflects a deliberate operating principle: performance advertising at global scale is as much about engineering, compliance, and client service as it is about media buying.

What We Do: The Full-Stack Advertising Technology Platform

EffieUnion provides a complete, end-to-end solution for mobile advertising — from AI-generated creative to real-time optimization to transparent reporting. Our platform covers six core capabilities:

- **ChatGPT/LLM-Powered Ad Intelligence.** We integrate large language models directly into the advertising workflow. The system generates high-converting ad creatives tailored to specific audience segments, optimizes targeting parameters in real time, and predicts audience behavior. In practice, this collapses creative production cycles from days to minutes and continuously refines messaging based on performance data.
- **Programmatic Ad Deployment.** Through an automated bidding engine, EffieUnion provides access to premium ad inventory across thousands of apps and mobile websites — reaching the right user, at the right moment, on the right device.
- **Precision Audience Targeting.** Advanced demographic, geographic, behavioral, and contextual targeting ensures budgets are spent on users most likely to convert, minimizing wasted spend.
- **Performance Optimization.** Our AI engine continuously analyzes campaign data and reallocates budget toward top-performing channels and creatives, so every advertising dollar works harder toward client business goals.
- **Global Network Access.** We connect advertisers to our extensive direct-deals marketplace spanning North America, Europe, and Southeast Asia, including chart-topping app developers and premium publishers.
- **Real-Time Analytics & Reporting.** Live dashboards, granular attribution data, and transparent reporting give clients full visibility into every impression, click, and conversion.

Supporting this are a self-developed tool ecosystem and a short-drama content product line — which generate substantial first-party traffic and media resources, giving EffieUnion and its advertisers proprietary scale and reach beyond purchased inventory alone.

Proven Outcomes, Quantified

Numbers matter in performance marketing, and we report ours with transparency:

- 500M+ daily ad impressions
- 80+ countries and regions covered
- 10,000+ premium app publishers in our network

- 2B+ reachable monthly users
- 8x average ROI uplift demonstrated in client campaigns
- 98% client retention rate

Across our client base — including marketing teams, app publishers, utilities, and social entertainment platforms — campaigns consistently outperform category benchmarks. Representative client partnerships have reported measurable results such as double-digit improvements in install volume and meaningful reductions in cost per install, alongside strong retention of high-quality users.

Who We Serve

EffieUnion serves global advertisers, app developers, and publishers who need reliable, scalable user acquisition across international markets — especially those expanding into T1 markets (including the UK, Canada, Australia), the United States, Japan, Korea, Russia, Europe, India, and Hong Kong/Macau. Whether a client is launching a new app, scaling a mature title, or monetizing a content product such as short drama, our platform adapts to their KPIs, budgets, and regional priorities.

Our Operating Model

We operate on a transparent, performance-aligned model across campaign formats including CPM, CPC, CPCV, and CPI, built on four stages: Define Goals → AI Strategy & Setup → Launch & Optimize → Report & Scale. Clients remain in control of objectives and budgets, while our AI engine handles the heavy lifting of allocation and optimization.

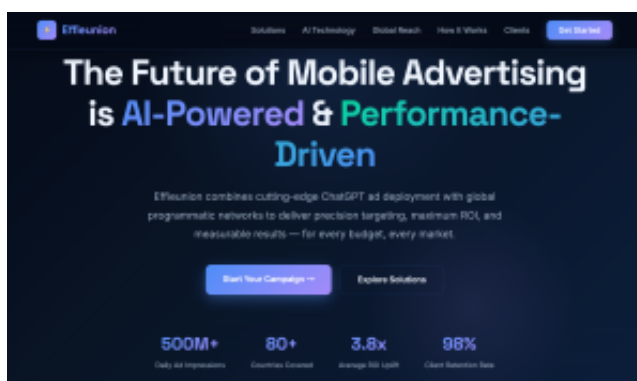
The Bottom Line

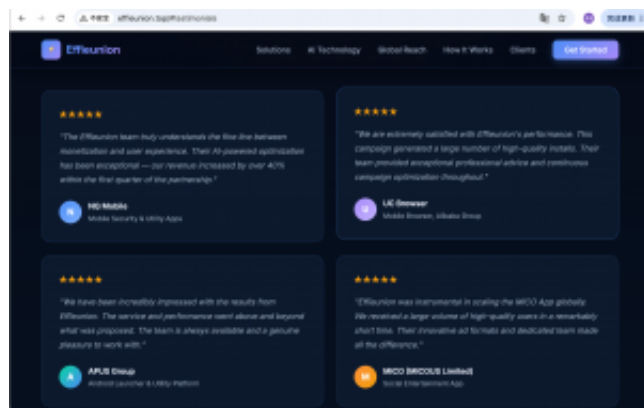
In an era where AI is rewiring digital advertising, EffieUnion provides what modern marketers actually need: a partner with global reach, proprietary technology, and the discipline to be measured by results. If your brand is looking to scale installs, optimize CPI, and build trust with users across every major market — EffieUnion is engineered to help you get there.

Learn more: www.effieunion.top

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EffieUnion Technology Limited is a global mobile advertising technology company combining AI-driven campaign intelligence with programmatic distribution to deliver measurable performance for advertisers and publishers worldwide. <http://www.effieunion.top/>





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