Global Mobile App Promotion Platform

Clickky is mobile app marketing platform, focused on user acquisition and traffic monetization for mobile apps. The company operates on global Internet advertising market since 2010, and has offices in 3 countries.

Clickky as a platform includes own affiliate network, ad network, DSP, and up-to-date media buying technologies.

It allows us to offer wide range of advertising tools for agencies, networks and direct advertisers, as well as effective and up-to-date monetization solutions for affiliates and app developers. Clickky`s advertisers pay only for delivered results – mobile installs and leads.

Our mission is to develop Internet advertising ecosystem, and provide advertisers and affiliates with only cutting-edge tools and services.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

Vadim Rogovskiy- CEO

CEOCFO: *Mr. Rogovskiy, what is the concept at Clickky?*
Mr. Rogovskiy: We are a global mobile app promotion platform. That means that if an advertiser has a mobile application, whether for Android or iOS, we can help him to acquire new users for his app, or to monetize it. Therefore, we may drive thousands of users to these applications from almost any country in the world and provide this advertiser with precise detailed statistics, analytics and also some agency experience. Each client gets a dedicated manager who helps him with an advertising campaign.

CEOCFO: *What do you understand about the whole process that makes your offering superior to others?*
Mr. Rogovskiy: Our advantage is that Clickky works with the widest range of traffic sources. We work with mobile websites, with mobile apps, with social media like Facebook. We also buy mobile traffic from multiple sources and optimize it with the help of our proprietary platform. This means that when a client approaches Clickky he does not need to go anywhere else. He just works with us and he will receive the guaranteed number of high quality users for his mobile applications. So Clickky has much broader approach to mobile traffic, than the majority of our competitors. In addition, we are integrated with almost any third party tracking solution, so it takes minutes to start a campaign with Clickky. We are really flexible, and we have a big in house R&D and development team. These are our main competitive advantages.

CEOCFO: *How do you reach potential customers?*
Mr. Rogovskiy: We do not use any paid advertising. We reach potential customers through trade shows and other relevant events, as well as our blog and social media like LinkedIn. LinkedIn is one of the most effective online tools for selling B2B IT-services, so it is one of the primary working tools for our business development managers. We also use articles and listings on specialized websites.

CEOCFO: *Are there particular types of companies or industries that tend to use your service more than others?*
Mr. Rogovskiy: Our clients are worldwide mobile application developers, agencies, and affiliate networks. We mostly promote gaming apps, dating apps, gambling apps, other entertainment apps and messengers. We are also approaching other types of apps, such as productivity and business apps, because they've shown tremendous growth last year.

CEOCFO: *Are there any geographic areas where you do not have the presence you would like or that you are working to expand your presence?*
Mr. Rogovskiy: Our markets include English-speaking countries, Western and Eastern Europe, Russia now we are building our presence in Asia – China, India, Hong-Kong, etc. One of our main strategic goals for this year is to enhance our presence in Asia. Then for the next year I think it will be Africa, because the number of smartphone users in Africa has started to grow really fast over the last year.

CEOCFO: *What has changed most at Clickky since you started the company? What have you learned along the way?*

Mr. Rogovskiy: First of all, we started from advertising in social media applications, like in Facebook apps and others. Then we switched to lead generation, and only then came to mobile. Of course, people are a key factor in the digital advertising business. Therefore, we are paying our maximum attention on people rather than on platform or something else. Luckily, we have put together a really strong and smart young team that shares our goals.

CEOCFO: *How is business these days?*

Mr. Rogovskiy: We have grown 500% in revenue and from twelve to thirty employees last year and we have very ambitious goals for this year to grow our business another five hundred percent. We have been really effective last year, so it is becoming very exciting now.

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CEOCFO: *Why should people pay attention to Clickky? What makes Clickky an exceptional company?*

Mr. Rogovskiy: I founded this company by myself three years ago, and I haven't raised any funding yet. Now there are more than thirty people in three countries. The average age of our company employees is from twenty two to twenty five years, and our young and dynamic team makes really crazy things. Our COO is an American from Los Angeles. He relocated to Ukraine to Odessa to our headquarters. We are always testing new ideas and approaches; building in house MVPs and measuring market traction for our ideas--for me it's one of the most exciting things in our business. So there are many factors that make us different from other companies. Our plan is to become a leader of mobile app promotions in 3 years.

BIO: Vadim Rogovskiy is CEO and founder of mobile app marketing platform Clickky, and also managing partner of startup incubator WannaBiz, and advisor of a few startups. He has over 6 years of experience in IT project management, Internet and mobile advertising.

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