

Earn Global Users Optimize Local Markets

Approach is a technology-enabled global mobile performance marketing agency, specializing in User Acquisition. We provide a total solution for mobile marketing and user acquisition through our diverse portfolio of mobile inventory and first-class optimization support, which helps advertisers consistently achieve maximum return on investment.



Using our own technology and exclusive premium publisher monetization platform, we deliver the highest quality campaigns in Asia, US and EMEA regions. As a Chinese owned and operated company, we also provide local knowledge and the deep insight needs for successful mobile marketing in the Asia market-place.

Our inventory coverage



User Acquisition Strategy

Approach work with your mobile marketing teams to develop scalable user acquisition strategies to target rich-valued users in the right place, at the right time.

Search and Social Media Optimization

We drive your mobile search and social strategy across global markets, optimizing Asian equivalent channels including Sina Weibo, Baidu, Tencent, WeChat. We are a Google Premier Partner Agency and hold strategic partnerships with Facebook and Twitter ensuring your search and social campaigns are globally optimized.



Media Planning and Buying

Our team develops and delivers media planning and buying inclusive of programmatic media buying.

Creative Localization

Drive impact with localized content. With global and local expertise our multi-lingual creative team build, test and launch your mobile ad campaigns to drive relevant, engaging interactions.



Exclusive Traffic via Approach Market

Accelerate user acquisition campaigns across multi-tier regions with scalable, premium inventory and exclusive traffic from direct publishers in China and Asia. Approach Market is our wholly owned leading Display & Video ad network in China and South East Asia. Approach Market is a fully programmatic platform with publisher SDK, VAST, & API integrations.

1000+ Publishers & Developers

Supports Banner, Interstitial Native and Video

1000+ advertisers

3000+ campaigns

Newsfeed



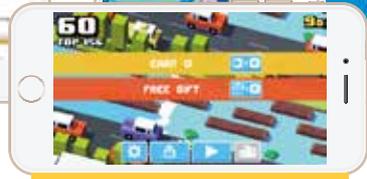
Banner



Interstitial



Rewarded & Non-rewarded Video



Publishers



Advertisers



Media Partners



Get in touch with Approach

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