

*Are you looking forward to summer ? We are too ,so today we have come up with some very refreshing news ... Do you want to create your own app,easily and for free? Take Advantage of our innovative online campaigns synchronization strategies? And also, find a premium advertising market? Take a break, and pay attention to these new ideas.*

#### CRAZY4MEDIA



## Create incredible Apps, for FREE!

With App Creativa Crazy4Media (App Builder) you can create your own free Apps, with your own design, without functional restrictions and without limits to your imagination.

**\*Easy and intuitive:** Anyone can create their own App with App Creativa Crazy4Media. It doesn't require technical knowledge to use it thanks to its easy and intuitive Web interface, which will permit you to drag and drop the contents, upload images, etc. A complete Help system and tutorials will facilitate into your first steps and will guide you into the more complex functionalities.

**\*The most flexible App Builder:** App Creativa Crazy4Media is the most flexible generator on the market. Design your own App with one of our templates, edit it modifying what you want or start your App from zero. App Creativa Crazy4Media permits you to create any App type of your choice. Totally customizable and different from others, without limits.

**\*Multitude of functionalities:** App Creativa Crazy4Media offers you a great variety of functionalities in order to create the most complete and advanced App that you desire. You will be able to include in your App maps with geolocation, online updated content, RSS, catalogue of images, updated data base, Push notifications, coupon and many others that will make your App complete.

**\*Maximum Compatibility:** Native Apps and Web App for Smartphones and Tablets. Create your App with App Creativa Crazy4Media and decide for which platforms you want to produce your native version to be uploaded to the App Stores, such for Smartphones as for tablets: Native Apps (iOS, Android, Windows Phone) and Web App (HTML5).

If you want to upload your App to the main App Stores, use any of our services Premium, or remove the Ads you can hire them for very low prices.

For further info,visit de website [appcreativa.crazy4media.com](http://appcreativa.crazy4media.com) or drop us a line [info@crazy4media.com](mailto:info@crazy4media.com)

Keep reading [here](#).

[more info](#)

#### CREAFI ONLINE MEDIA



## Synchronized Multi-Screen Campaigns

All research about multi-screen behaviors concludes that 70% of smartphone or tablet owners normally use them at the same time they are watching TV. Creafi Online Media helps you to capture second screen viewers online when relevant TV ads are being aired.

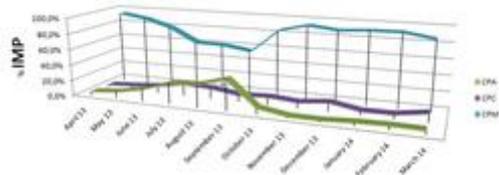


You decide the TV ad in channels (actually working up to 125 channels in all European countries) of your interest to use as trigger to launch your massive online (display and video) campaign. Increase your branding strategies by running display and video creatives to your potential consumers in a 2nd screen when they can see your products and services after watching a relevant TV spot. What can we do for you? – Tell Us![info@crazy4media.com](mailto:info@crazy4media.com)  
 Keep reading [here](#).  
[more info](#)

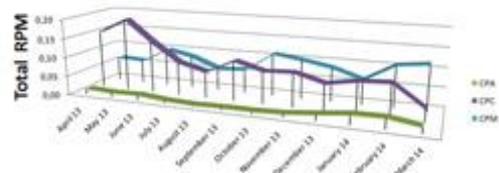


## Analyzing Crazy4Media campaigns

We are going to analyze the reported percentages of impressions and RPM depending on CPA, CPC and CPM campaigns. Based on a full year since April 2013, we can use the graph below to compare the evolution of the fluctuations in impressions and RPM taking into account the different types of campaigns.



Interpreting the graph above, the ad impression ratio maintains a stable level throughout the year. The CPM campaigns do not fall below 50%. However, the results in CPA and CPC campaigns are quite low, but in the third quarter of 2013, the CPA campaigns reached %40.



The last graph summarizes the total revenue per thousand, demonstrated by low results for CPA campaigns and significantly better results for CPC and CPM campaigns.

Contact us today [info@crazy4media.com](mailto:info@crazy4media.com) we'll be happy to help.  
 Keep reading [here](#).  
[more info](#)



## Mentoring ecommerce

Crazy4Media Mobile will give mentoring services to more than 100 Spanish SMEs beneficiaries of mentoring second plan sponsored by Red.es. Crazy4media experts will give professional advice on Communication Strategy and Marketing for Ecommerce, Strategic Plan for Ecommerce, Web usability and navigability / Mobile, Internationalization and Export an Ecommerce, Web Analytics, M-Commerce. If you have an E-commerce SME and need advice and development, do not hesitate to contact us here [info@crazy4media.com](mailto:info@crazy4media.com). [more info](#)



## The importance of been asoptimized!

After the huge success in the ASO Themed Breakfast in Madrid, IAB has decided to organize a new event in Barcelona. ASO is SEO for mobile apps and we can tell you all about it.. So it's a set of tricks which help to position your app into the top ten at the app store. Javier Corro, Head of B2B at Crazy4Media Mobile( Froggie ) , attended the breakfast. He was explaining the big importance of ASO for your app, how to earn money with them and was giving some keys and tricks to overtake your competitors and make a successful ASO. He pointed out the importance of a good ASO for the whole marketing strategy and also he remarked that the success of an app is given by a well planned multi-channel marketing strategy (including social media, SMS, Emailing, Video, Display,etc. If you can achieve this, users will download your application instead of others who are in lower positions. That's why you'll make loads of money!! Are you still unconvinced of the importance of ASO? **Why Crazy4Media Mobile(Froggie) can help you?** Because it has been working in mobile since 2001 and it's experienced in mobile marketing strategy. During this time, we have been learning and working to offer the latest services to our customers. This experience makes companies trust us to develop their whole mobile marketing strategies. Contact us today! [info@crazy4media.com](mailto:info@crazy4media.com) Keep reading [here](#). [more info](#)



## SMS and Apps, an ideal marriage!

The commercialization of SMS is a tested and proven method that offers impressive results. It provides the benefit of supporting traditional media inside a good digital marketing strategy. **What makes it so valuable?** 92% of the adult population in Spain have a mobile phone. Most of them check their phones 150 times a day. 97% of received SMS are read within 15 minutes after reception. This data helps to explain the continuing influence of SMS nowadays.

**How can we use SMS to boost our app?** Various SMS utilities can be used during the whole life cycle of the app. Initially it will be very useful if you use it as a supplement to download your app and to attract new users.

It allows us to increase the sales or cross-selling, it will let you study your users' needs and you could be able to develop new customized products. Moreover, SMS will be essential to reward your consumers' loyalty.

On the other hand, if you need to boost your users' feedback, the SMS is the most effective method. According to recent data, 1 in 3 consumers will answer to a survey by SMS and the average response time is five minutes. However only 13% will do it by email and will take more than an hour to reply.

. Froggie can help and advise you in the use and purchase of SMS for your marketing campaigns. Check out our rates and we could help you to get the most out of your investment. Contact us!! [info@crazy4media.com](mailto:info@crazy4media.com) we'll be happy to help.

Keep reading [here](#).

[more info](#)

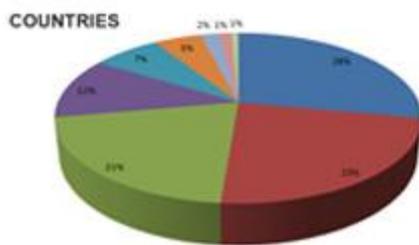
## HAXHAX



## Top HaxHax Publishers Review

HaxHax, our premium advertising market is growing month by month, there are many more quality publishers which have recently joined us, but we are especially proud about: Gamesportal, Habbo, Ideal, Netjoven, Shopall, ultimate-guitar or The Landing. Only these sites reach 150 million monthly impressions, segmented in channels like: Economy, entertainment, gaming, music, news, shopping, society or sports. In addition, the traffic comes from countries as follows:

Economy, entertainment, gaming, music, news, shopping, society or sports. In addition, the traffic comes from countries as follows:



Spain, Others, U.S., UK, Peru, Mexico, Canada, Brazil, France.

Want to be part of Haxhax, launching your campaigns or monetizing your site? Contact us

Today [info@haxhax.com](mailto:info@haxhax.com)

[more info](#)



## Mediafem

More good news we can share with you from our exclusive advertising market. **Media Fem** is the network of womens sites in spanish, it includes specific sites, thematic channels, as well as:

Beauty	and	Cosmetics
Mom	and	Baby
Home	and	Garden
Entertainment		
Fashion	and	shopping
Cooking		
Health	and	fitness
Love	and	Couples
Wedding		
Pets		
Social		Networks

Over more than 300 quality websites with nearly 25 million unique users, only in Latam. In Haxhax, we are really proud to announce that we have become their exclusive sales manager in Spain. Do you want to be part of this new agreement, launching your campaign as an advertiser or monetizing your site? Contact us today [info@haxhax.com](mailto:info@haxhax.com) we'll be happy to help. [more info](#)

## Next Events



### Dmexco

Come and meet us this September in Cologne from 10 to 11th , we'll be attending Dmexco marketing digital event and we'll do the best with our key members. Are you going to attend? Don't loose another minute and book your meeting with us [here](#).

## Latest Events



### Digiday Publishing Summit Europe

The latest Digiday Publishing Summit Europe took place in Barcelona from on 2th June. These events take place in different parts of the world and have the mission to bring together the top players in global publishing to discuss the need for a digital-first strategy. Crazy4Media was represented by several members from its main companies (Creafi, Crazy4media Mobile and HaxHax) They attended the event to discover firsthand the transformation of the global publishing industry into a digital and multi-platform phenomenon.

## More News



### Suscribe to the Crazy4Media bulletin

Do you want to subscribe to the Crazy4Media bulletin? We have already created a questionnaire to know the main topics you are interested in to make it better. Please fill up the form [here](#) and we'll send it to you every month.



### How was 2013?

Every year Crazy4Media publishes its statistics, find it out [here](#).



### Key Member en México

Today we have to introduce to you, our new key member in LATAM, Paula Sanchez Romero, who will be managing the Latin American market from Mexico. Are you interested in doing business in South America? Are you there and want to arrange a personal appointment? Get in touch with her via [paula@crazy4media.com](mailto:paula@crazy4media.com).



### Crazy4Media and the future of meetings

The lastest OmExpo event took place in Madrid from the 9th to the 10th of April and served as the setting to present the new team member in Crazy4Media Group. The new recruit is a robot that allows remote access for any team member or client anywhere in the world. The principle philosophy of the Crazy4Media group is to offer a personalized hands on approach to all their customer's needs. Our new Robotic recruit allows its controller to move around the workplace, or event, via any PC or mobile device. For example a customer in L.A. could 'virtually' visit our headquarters in Seville and take a tour around the office. This way they can see in real time, the office space and how many people work in the team. What's more, instead of having to gather in a meeting room using a fixed videoconferencing computer, using the robot they can have a meeting and interact with their contacts in the office face to face.