



AVOW Company Background

Company Information

[AVOW](#) is an [award-winning](#), global app growth company specializing in mobile OEM advertising. Founded with the vision to revolutionize mobile OEM advertising, AVOW has rapidly emerged as an industry leader with more than 250 advertisers on their roster. Through its partnerships with mobile OEMs and its proprietary tech, AVOW Intelligence, the company provides access to over 1.85 billion daily active users and offers clients over 25 million monthly downloads.

In a Nutshell

App growth marketing is becoming extremely competitive, with more than 50,000 apps released to the Google Play store monthly, making it difficult for brands to gain visibility and traction. It is clear that there is a strong need for alternative advertising sources and partners beyond the major app stores and advertising networks like Apple, Google, and Facebook. AVOW has built strong partnerships with Mobile OEMs (original equipment manufacturers) such as Samsung, Xiaomi Mi Ads, HUAWEI, Vivo, OnePlus, Realme, OPPO, HONOR, Lenovo, Transsion, Itel, Infinix, and Tecno to offer alternative yet brand-safe advertising inventory to apps, covering 86% of the global Android market.

Facts & Numbers

Founded in 2018 by mobile marketing veterans Robert Wildner, Ashwin Shekhar, and Orietta Mendez in Berlin, Germany.

AVOW Leadership Team



(Clockwise from top-left)

1. [Robert Wildner](#) - Co-Founder & CEO
2. [Melissa Bohlson](#) - CMO
3. [Natalie Lange](#) - VP People & Culture
4. [Ashwin Shekhar](#) - Co-Founder & CRO
5. [Orietta Mendez](#) - Co-Founder & COO
6. [Monica Todor](#) - VP Finance
7. [Chloé Perrin](#) - VP Client Success

Employees: 70+ international marketers hailing from 29 different countries - Argentina, Azerbaijan, Bolivia, Brazil, Chile, China, Ethiopia, France, Germany, Greece, India, Indonesia, Malaysia, The Netherlands, Nigeria, The Philippines, Portugal, Romania, Russia, Serbia, Singapore, Syria, Turkey, Ukraine, Korea, USA, Uzbekistan, Vietnam

Languages: More than 17 languages to serve the growing international client base.

Markets: 13+

Partners: Samsung, Xiaomi, HUAWEI, Vivo, Oppo, realme, OnePlus, Transsion, Itel, Infinix, Tecno, HONOR, Lenovo

Clients:

- **Gaming:** Tripledot Studios, Funvent Studios, Pitaco, Bingo Plus, Unico Studio, Wooga, Zephyr Mobile, and more.
- **Non-gaming:** Trip.com, Amazon Shopping, Exness, Kredivo, Magalu, OctaFX, Milanuncios, and more.

Reach and Scale

- 1.85 Billion Daily Active Users
- 25 Million Monthly App Installs

You can find us in Europe, APAC, SEA, CIS, MENA, LATAM & North America

Solutions

- App user acquisition
- Re-engagement
- AVOW Intelligence
- Dynamic Preloads (Out-of-box experience)
- Native On-Device Display Advertising
- Alternative App Store Advertising and Distribution
- On-Device Branding

The AVOW Advantage

- Direct OEM relationships
- Global campaign management
- Proprietary technology (AVOW Intelligence) and first-party data
- Access to premium inventory
- Consolidated campaign execution with 13 premium OEMs
- 24/7 support by dedicated local CSM teams
- Independent specialist in OEM advertising

The AVOW Key Timeline

2018: Founded

2020: Key partnership with Xiaomi outside China

2021

- **Key Partnerships:** Oppo, realme, vivo (Global)
- **Recognition & Awards:** AppsFlyer, Huawei

2022

- **Key Partnerships:** Xiaomi Official Core Agency (EMEA, LATAM, SEA)
- **Recognition & Awards:** OPPO, Huawei, vivo

2023

- **Key Partnerships:** Xiaomi (India), OPPO (Vietnam, The Philippines), Transsion (Indonesia), vivo (Global Core Agency), AppsFlyer Premier Solutions Partner
- **Recognition & Awards:** Xiaomi, AppsFlyer

2024

- **Key Partnerships:** Xiaomi (Global Core Agency), Samsung (EU), AppsFlyer Premier Agency Partner
- **Recognition & Awards:** Huawei

2025

- **Key Partnerships:** Honor (Global)
- **Recognition & Awards:** Honor, Xiaomi, AppsFlyer

What clients and partners have to say about AVOW:

"AVOW truly understands the gaming app landscape. Their ability to tap into new, scalable user acquisition channels and optimize targeting strategies has been invaluable. Thanks to their strategic approach, we've been able to scale efficiently while maintaining a strong balance between quality and cost-effectiveness in our campaigns." - **Ben Barta, Senior Growth Manager, Tripledot Studios**

"AVOW helped us go beyond just acquiring users — they delivered high-quality leads that turned into real, active customers. Their targeting was incredibly precise, and the transparency throughout the campaign gave us full confidence. In a market as competitive as Brazil, having a partner like AVOW made a measurable difference." - **Giovanna Laporta, Performance Media Analyst, C6 Bank**

"Partnering with AVOW is the logical step forward to optimizing our mobile inventory sales in the EU. AVOW's unparalleled expertise and innovative approach to mobile OEM advertising will enable us to reach more consumers and provide a seamless mobile and app experience. We look forward to the opportunities this partnership will bring." - **Domingo Mendez, European Mobile Ecosystems Partnerships, Samsung**

"AVOW has been an exemplary partner in bringing their Dynamic Preloads offering to app developers worldwide. This award [Global Best Support Partner] recognizes their outstanding performance and commitment to innovation, making them a core partner as we expand our global ecosystem. We are thrilled to celebrate their success and look forward to our continued collaboration." - **Tiangang Zhou, Head of Overseas Product & Operations, Honor**

"Our strengthened bonds with both organizations symbolize the merging of our unique expertise, laying the groundwork for initiatives that will shape the future." - **Ning Shenglan, President of Consumer Cloud Service Global Ecosystem Development and Sales Department, Huawei**

"The MiAds New Market Development Award presented to AVOW at MAU Vegas 2025 reflects their outstanding work in bringing Xiaomi Ads to new and emerging markets. AVOW continues to be a valued partner in our global growth journey." - **Bono Wu, Head of Sales, US & EU & LATAM, Xiaomi Technology**

Read some of our **Success Stories [here](#)**.

Contact information: marketing@AVOW.com // www.avow.tech