



VK Mini Apps Platform



VK Mini Apps: An Open Platform for Developing Mini Apps

Key Advantages



Cross-Platform Apps



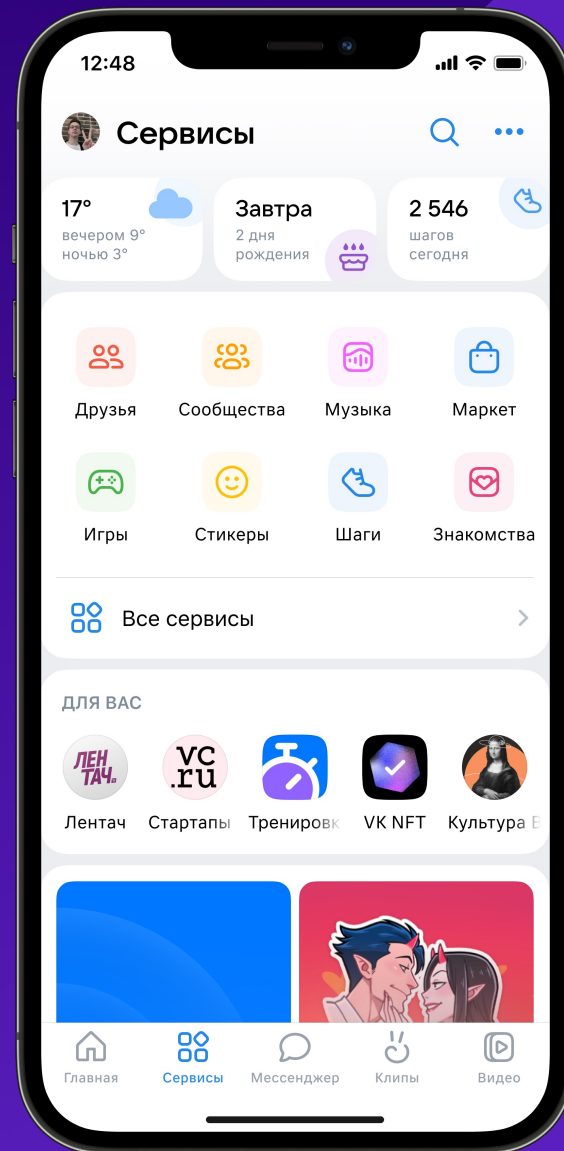
Audience of Millions



No Download or Installation



Fast and Easy Development



VK Mini Apps Platform Performance



45M

monthly users
(January 2024)

650

mini apps published
in the catalog

>30K

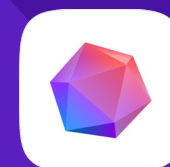
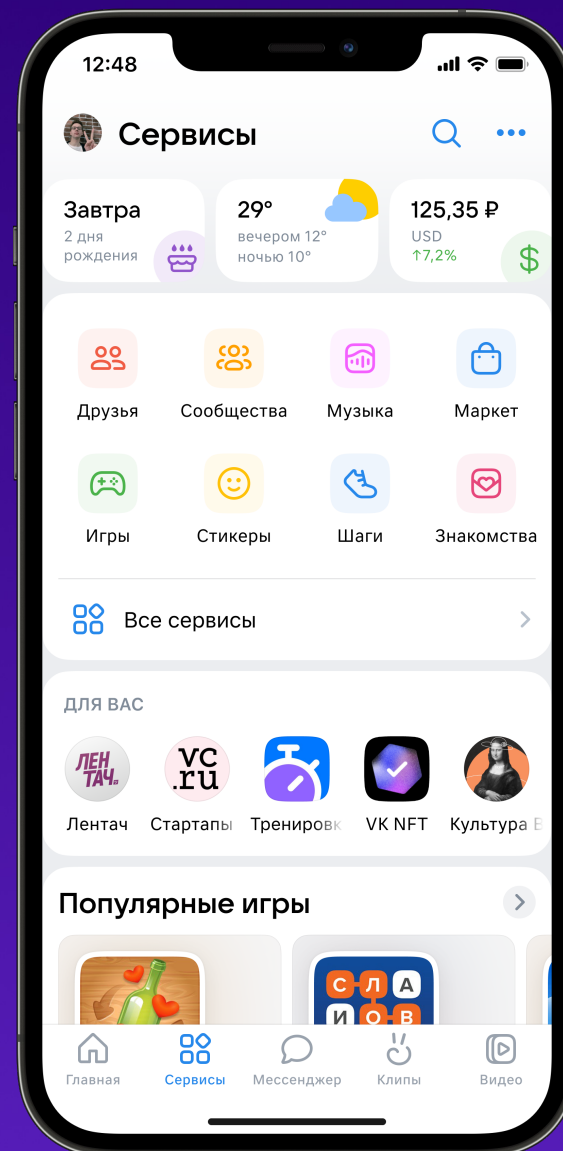
developers have created
their own mini apps

VK Mini Apps on VK Group Platforms

Mini apps are available on VK, OK, Mail.ru,
in the Atom browser and RuStore

To run a mini app from a third-party catalog,
there's no need for additional development,
only a change in the admin panel settings

The number of additional platforms is growing



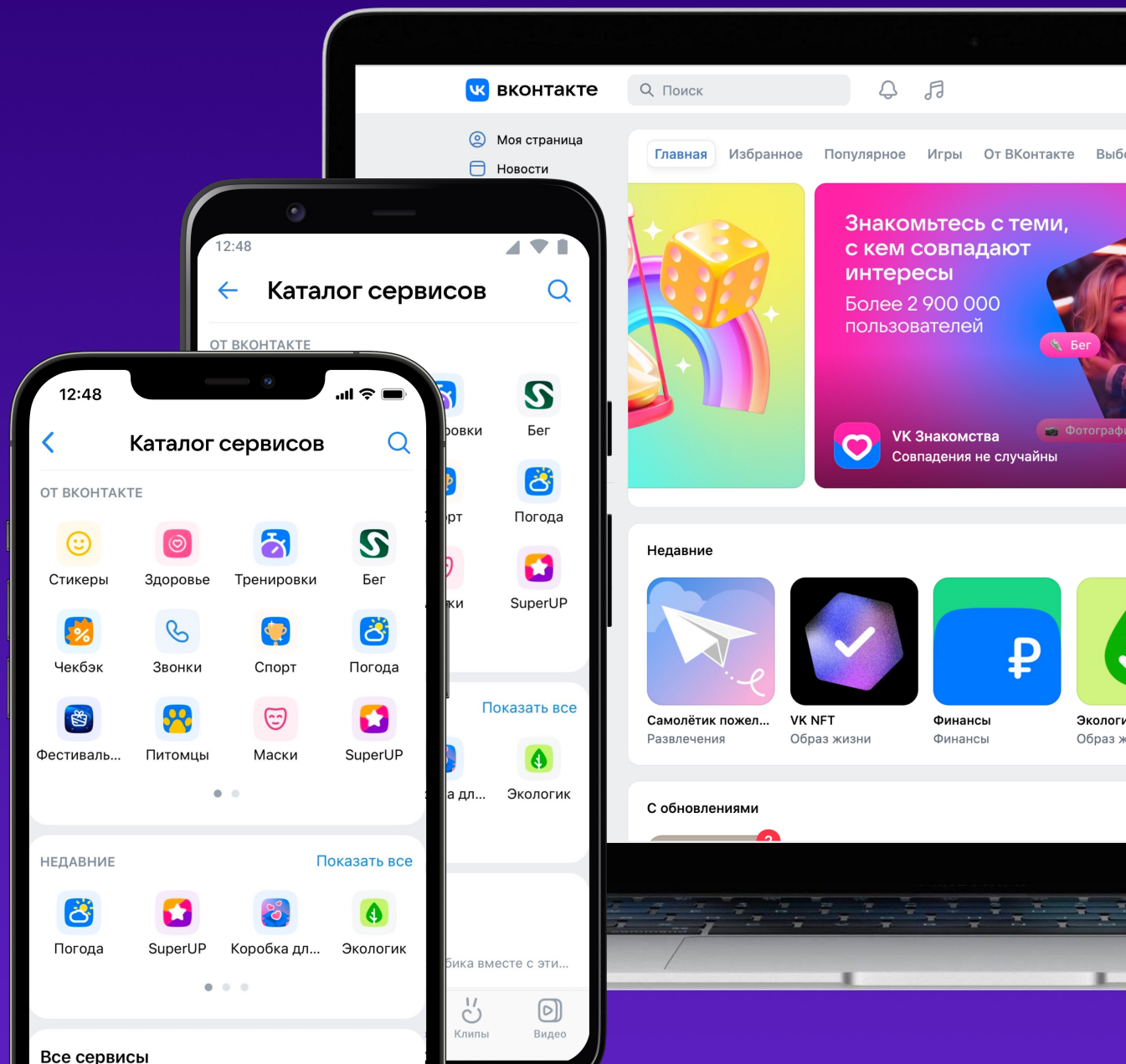
How Mini Apps Work

HTML5 Web Apps

Mini apps can launch:

- via WebView on the VK app for iOS and Android
- via iFrame on the Web

Have access to the VK API and native client capabilities via the VK Bridge library



Promotion Capabilities



Type

Format

Automatic
promotion

Widgets
in the Hub tab

Categories

Blocks in news feed

Collections

Manual
promotion

Catalog collections

Banner collections

Monetization Capabilities



Main ways to monetize on the platform

Ads in mini apps

- Standard ad formats: rewarded ads, interstitial ads, ad banners
- Easy integration using VK Bridge methods
- Maximum occupancy rate
- Highest CPM in the market

Selling virtual goods for votes

- Votes are VK's virtual currency
- Simple payment integration

Selling physical goods for real money

- Purchases are made via VK Pay and other payment systems



Case
Studies

Mini App Developers



Development Objective



Individual developers
and teams

Ad monetization



Major brands

New clients
and product promotion



SMB

Selling goods and services

Project Examples



Tool 42



Fortune Cookie



Clonium



Movie Fan



HH.ru



Lenta



Dodo Pizza



CDEK



Ceilings



Vsemayki.ru



Flawery



beyosa

Utility Mini Apps

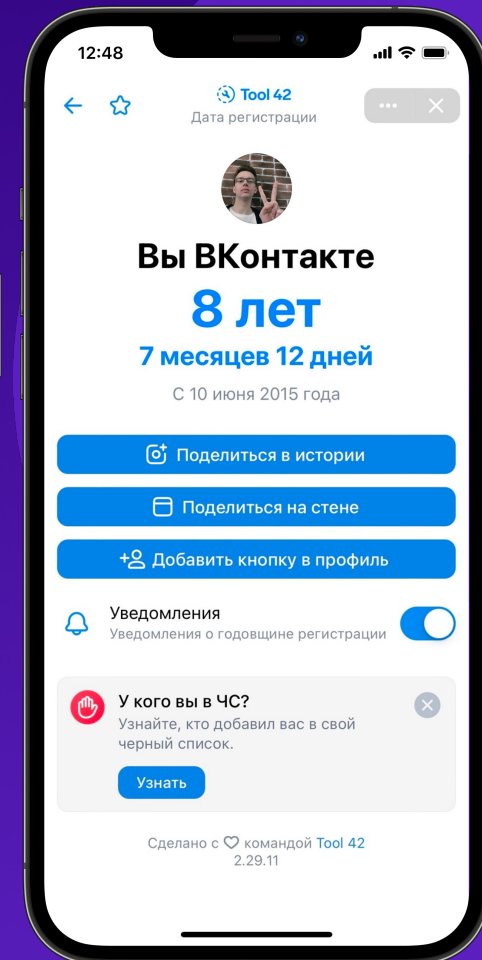
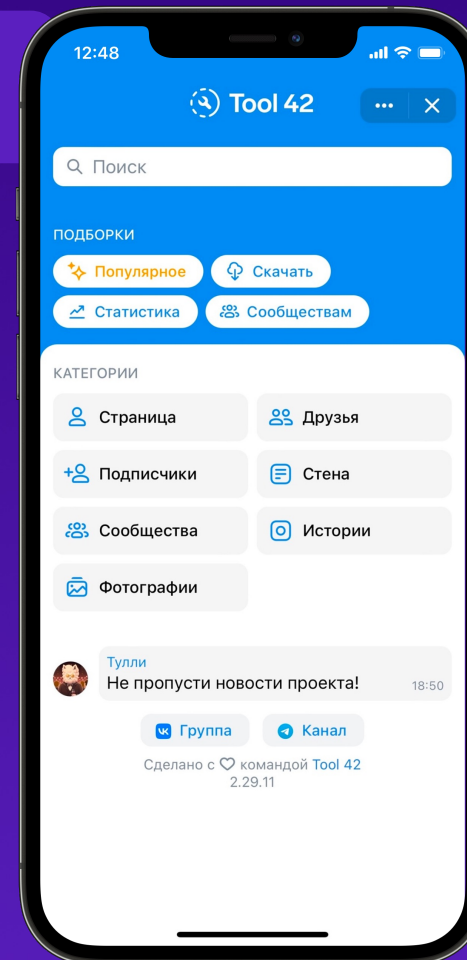


Tool 42

View statistics of your VK profile,
actions of friends and communities

Monetized via VK Donut

Audience: 250 thousand MAU



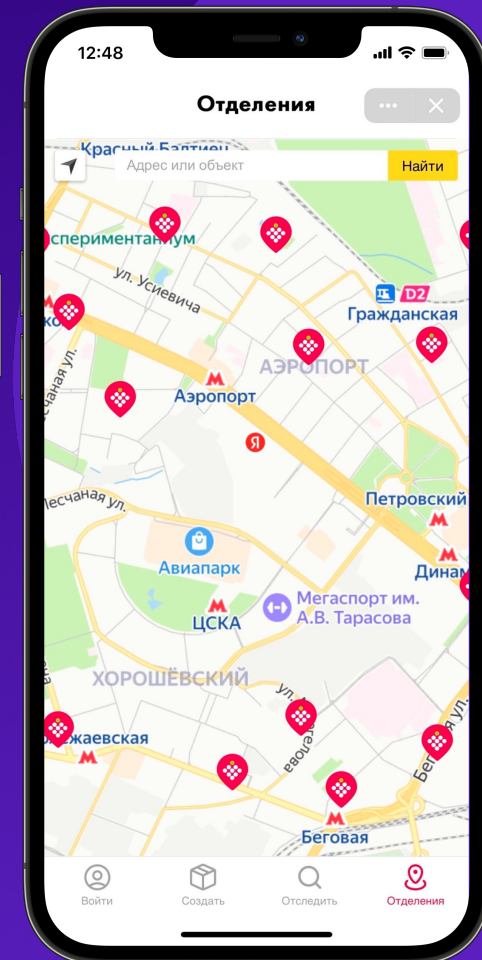
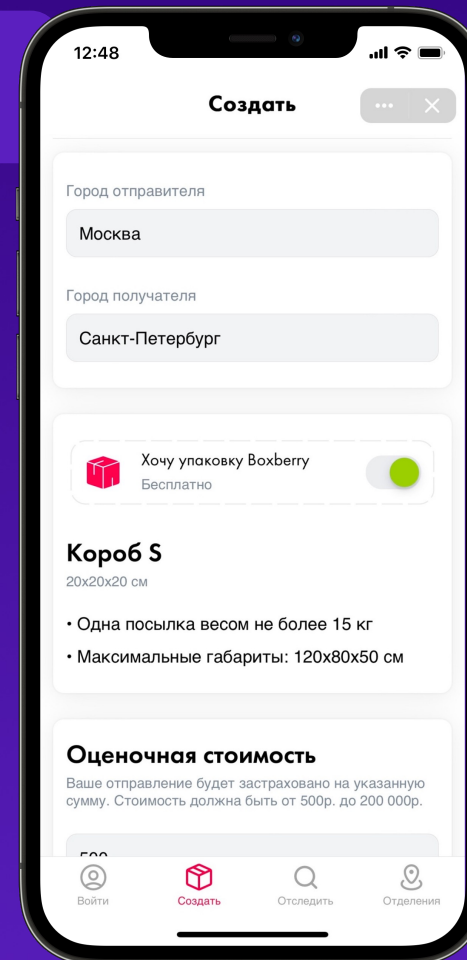
Branded Mini Apps



Boxberry

Branded app for creating and tracking parcels

Community owners can add this mini app to their widgets and facilitate organizing deliveries to buyers



SMB Services

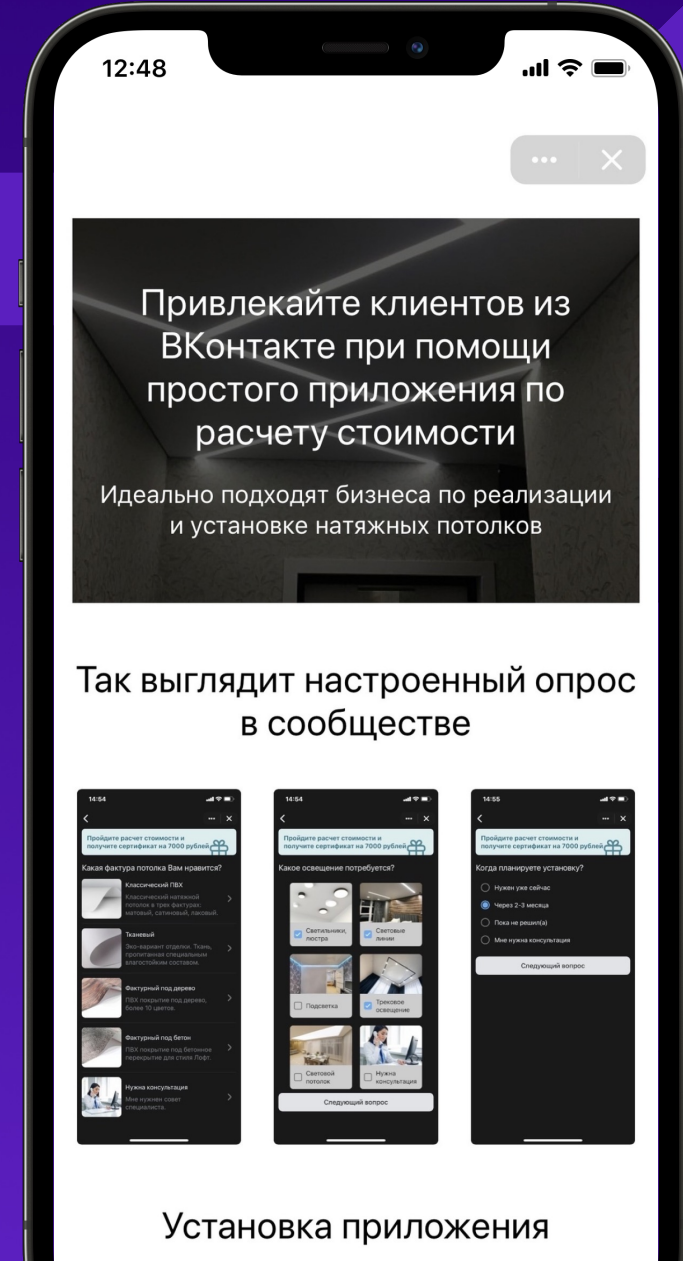


Calculate ceiling cost

Calculate the cost of a stretch ceiling in an apartment and request a call

No direct monetization in the app

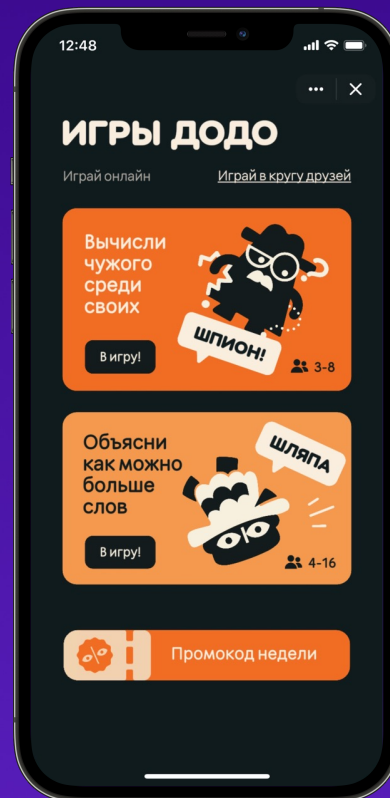
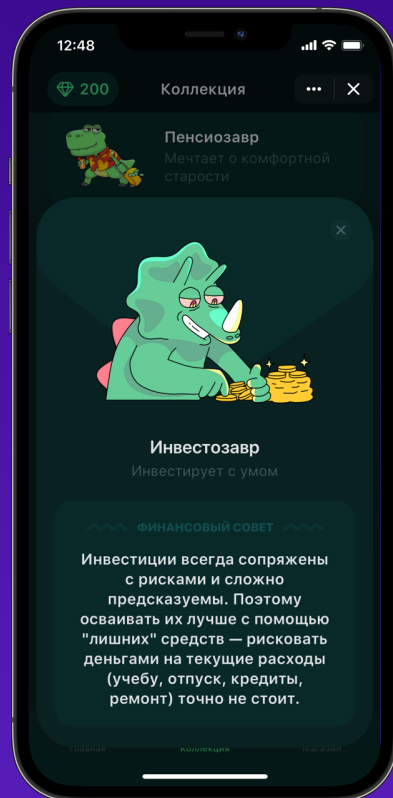
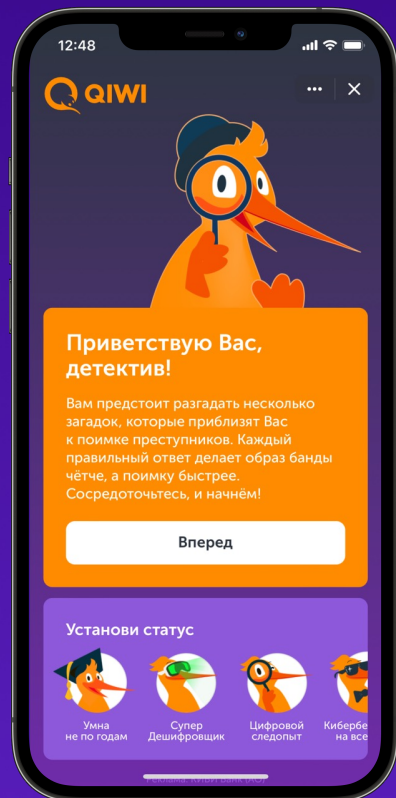
Promoted using news feed ads



Special Projects for Major Brands



Every year, hundreds of special projects are launched on the VK Mini Apps platform, featuring mini apps with a short lifespan and entertaining mechanics



The purpose of special projects is to raise brand awareness and promote it among the VK audience

The mechanics of special projects are different, e.g. tests, interactive novels, giveaways

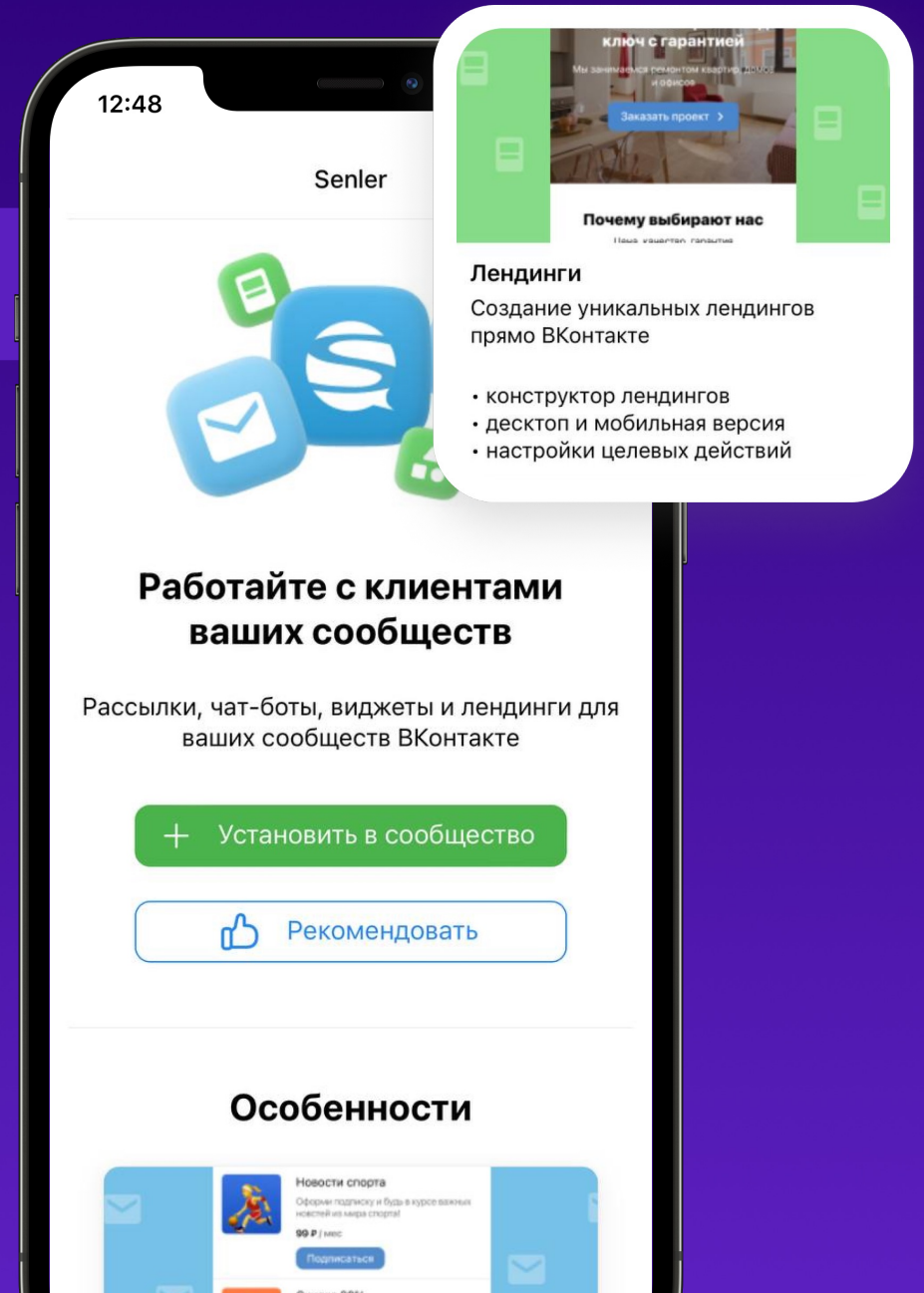
B2B Mini Apps



Senler

Create a landing page, lead form,
or simple mini app without writing code

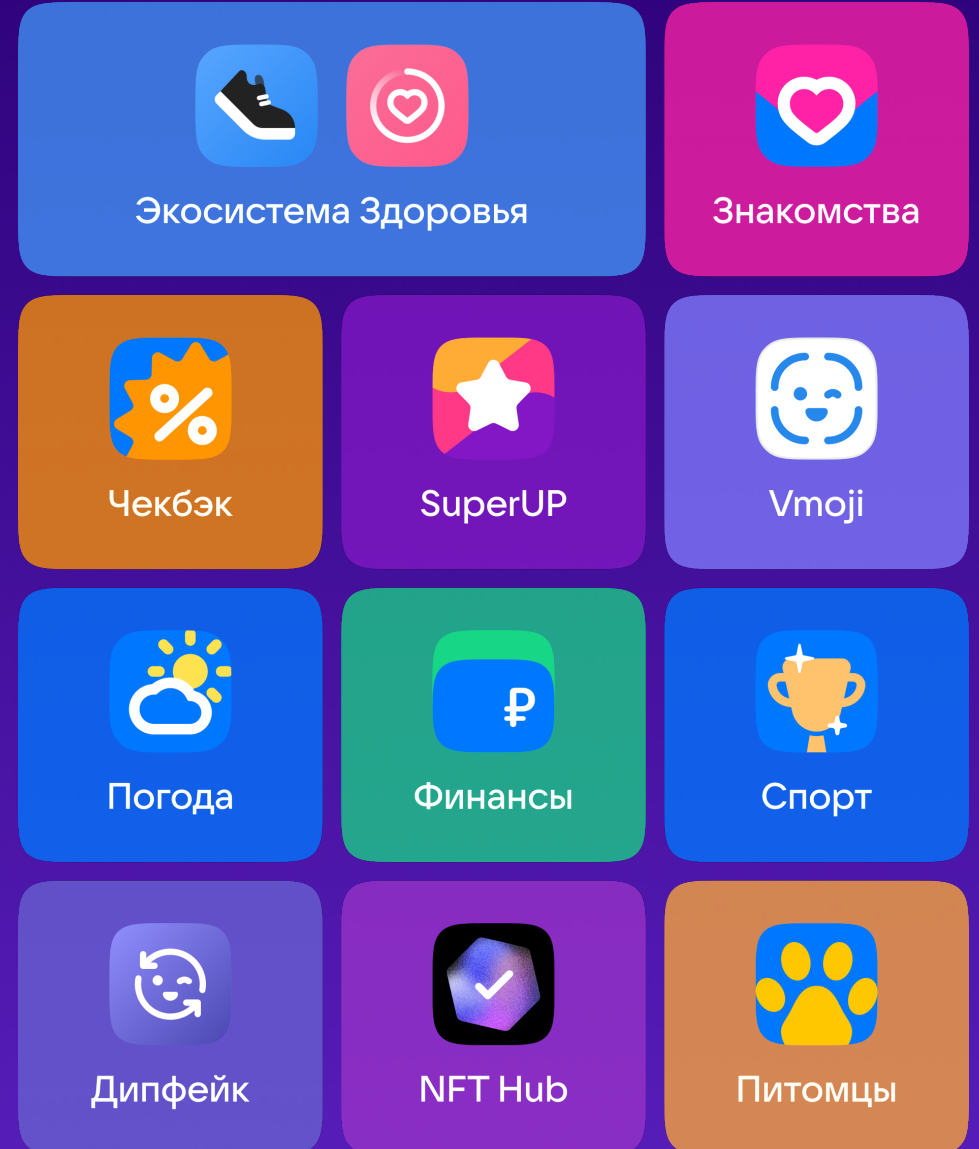
More than 20 million people interact
with Senler-powered products every month



VK Social Network Services and Streams

VK uses the VK Mini Apps platform
to create and develop its own services

Mini apps save development resources
by being cross-platform and using
special libraries



 mini apps

*VK Is
With You*

