

# MOBILE HEROES VS THE SHADY AGENCY

LIFTOFF MOBILE HERO COMICS  
ISSUE #2

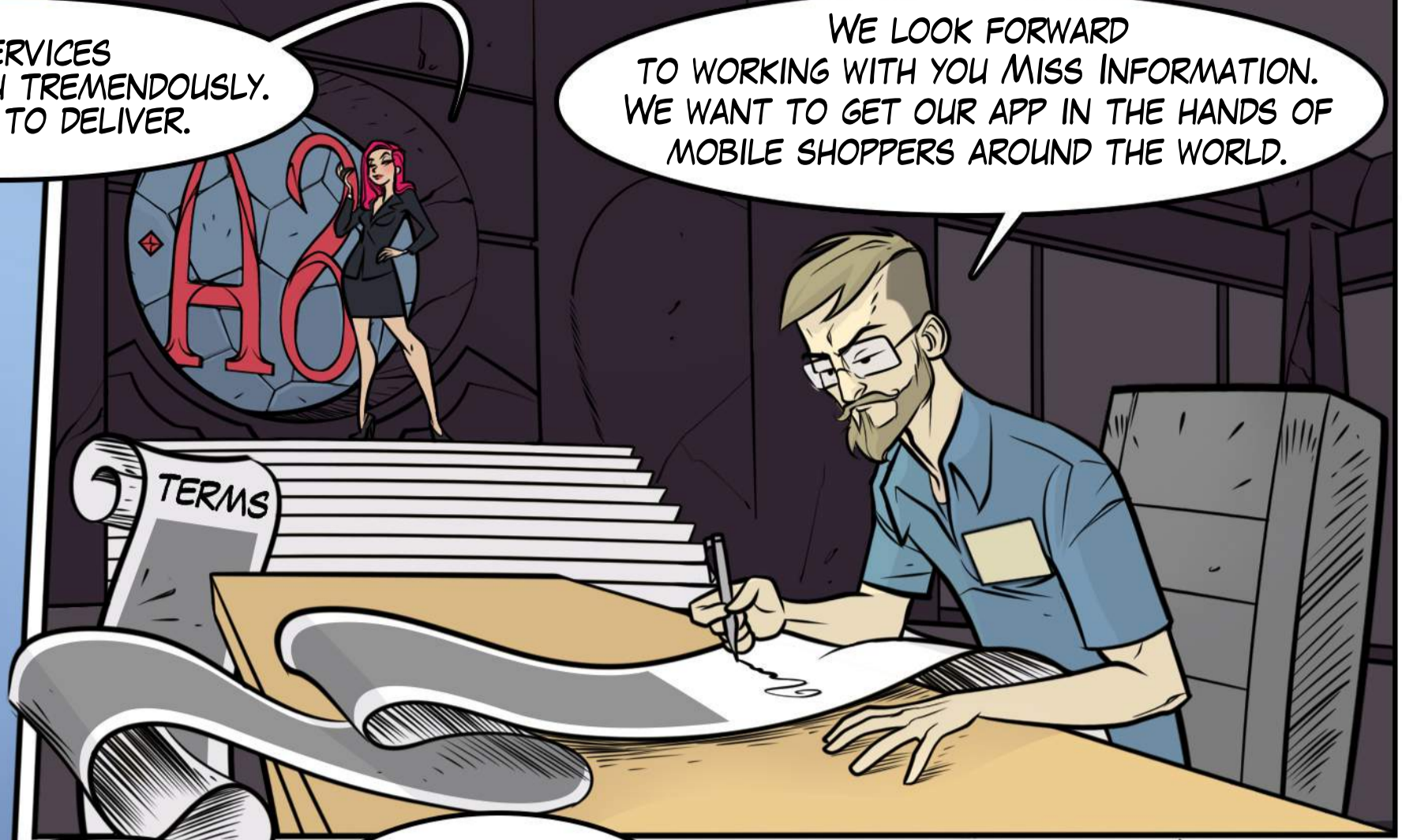


MOBILE  
HERO COMICS  
by Liftoff

ONE DAY AT THE SHADY AGENCY,  
AN EVIL PLAN WAS BREWING...

OUR SERVICES  
WILL BENEFIT YOU TREMENDOUSLY.  
WE PROMISE TO DELIVER.

WE LOOK FORWARD  
TO WORKING WITH YOU MISS INFORMATION.  
WE WANT TO GET OUR APP IN THE HANDS OF  
MOBILE SHOPPERS AROUND THE WORLD.



YOU ARE NOW  
IN MY CONTROL.

I HAVE  
THE PERFECT SET OF  
PARTNERS TO MEET  
OUR NEEDS.



LADIES AND GENTLEMEN:  
WE HAVE GONE INTO PARTNERSHIP  
WITH EMART, THE WORLD'S LARGEST  
SHOPPING APP.

SHADY AGENCY WILL PROVIDE THEM  
WITH THE BEST MOBILE USERS,  
AT THE BEST RATES. BELIEVE ME.



DAYS LATER AT THE SHADY AGENCY...



WE WILL MAKE A KILLING ON THIS CONTRACT!  
BUY AS MANY INSTALLS AS POSSIBLE - I DON'T CARE WHERE THEY COME FROM.  
MUWAHAHAHA DOUBLE-DOWN ON INCENTIVIZED TRAFFIC. CONTACT ALL AFFILIATES!  
FIND ME A NEWBIE TO RUN THIS ACCOUNT.

MEANWHILE IN THE HEROES LOUNGE...

LOOKS LIKE THERE ARE SOME BIG MOBILE DEALS COMING THROUGH.

YEAH, SHADY AGENCY IS SCORING BIG.

**THE DAILY**  
Shady Agency Signs Billion \$\$ Deal with eMart: World's Largest Shopping App

TEAM, FAKE NEWS IS RAMPANT, BUT WE HAVE A REAL PROBLEM HERE. SHADY AGENCY IS UP TO NO GOOD. BLOWING BUDGETS ON LOW QUALITY INSTALLS. GET TO THE BOTTOM OF THIS ASAP.

SHADY AGENCY IS BURNING THROUGH OUR BUDGET!

OUR ADS ARE APPEARING IN BLACKLISTED APPS.

AT EMART OFFICE...

THESE INSTALLS ARE GARBAGE!

OUR ACCOUNT REP IS FRESH OUT OF COLLEGE WITH NO EXPERIENCE!

IT APPEARS WE HAVE ANOTHER CASE OF AN AGENCY TURNING DARK...

AFTER HEARING SUCH TERRIBLE CONCERNS, THE MOBILE HEROES TAKE ACTION...

MISS INFORMATION, WHAT ARE YOU UP TO? YOU AREN'T DELIVERING ON YOUR PROMISE TO EMART!

OH LOOK, IT'S THE SILLY MOBILE HEROES. MY CONTRACT OUTLINES EXACTLY WHAT THE BARGAIN IS! HAHahaha.

YOU'LL NEVER GET ME!

AND I'M IN COMPLETE CONTROL. JUST TRY TO STOP ME!

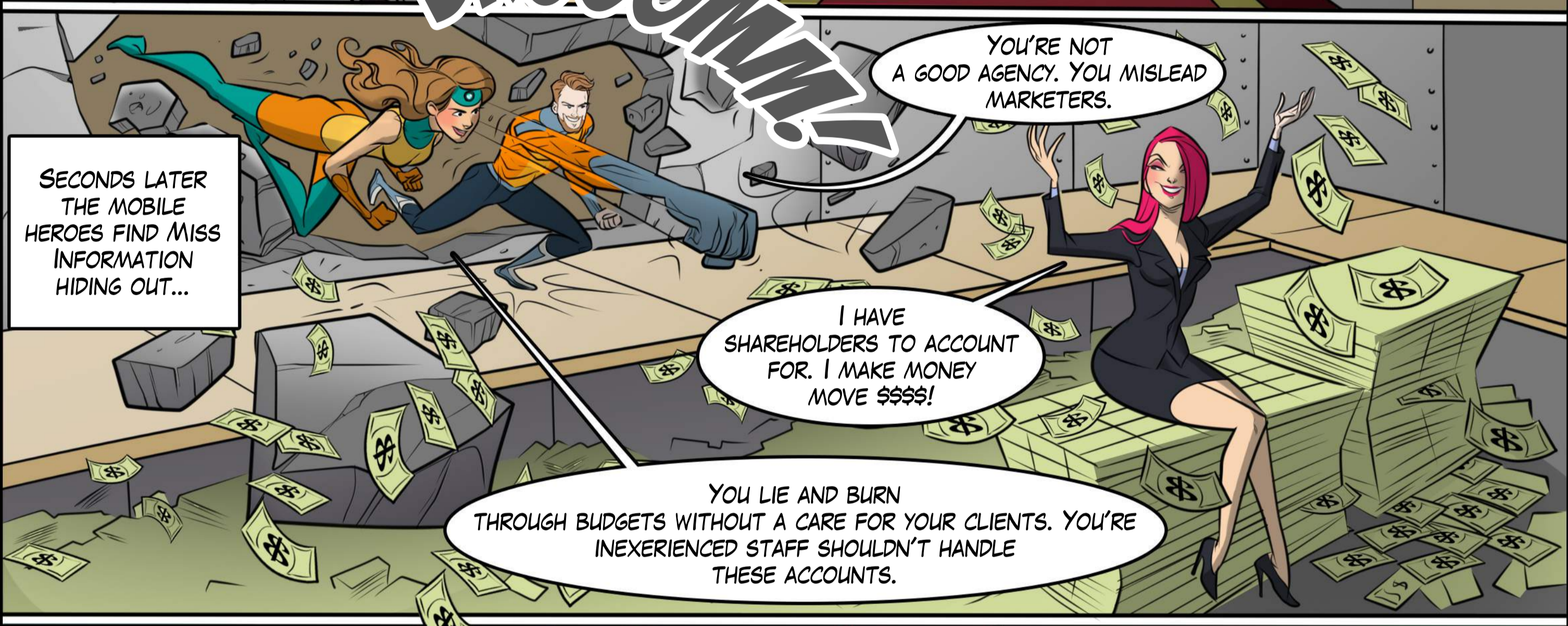


LET'S FIND MISS INFORMATION AND INFORM HER OF THE MARKETER'S RIGHTS.



WHAT IS THIS PLACE?

IT'S A CESSPOOL OF BAD MOBILE USER ACQUISITION



SECONDS LATER THE MOBILE HEROES FIND MISS INFORMATION HIDING OUT...

YOU'RE NOT A GOOD AGENCY. YOU MISLEAD MARKETERS.

I HAVE SHAREHOLDERS TO ACCOUNT FOR. I MAKE MONEY MOVE \$\$\$\$!

YOU LIE AND BURN THROUGH BUDGETS WITHOUT A CARE FOR YOUR CLIENTS. YOU'RE INEXPERIENCED STAFF SHOULDN'T HANDLE THESE ACCOUNTS.



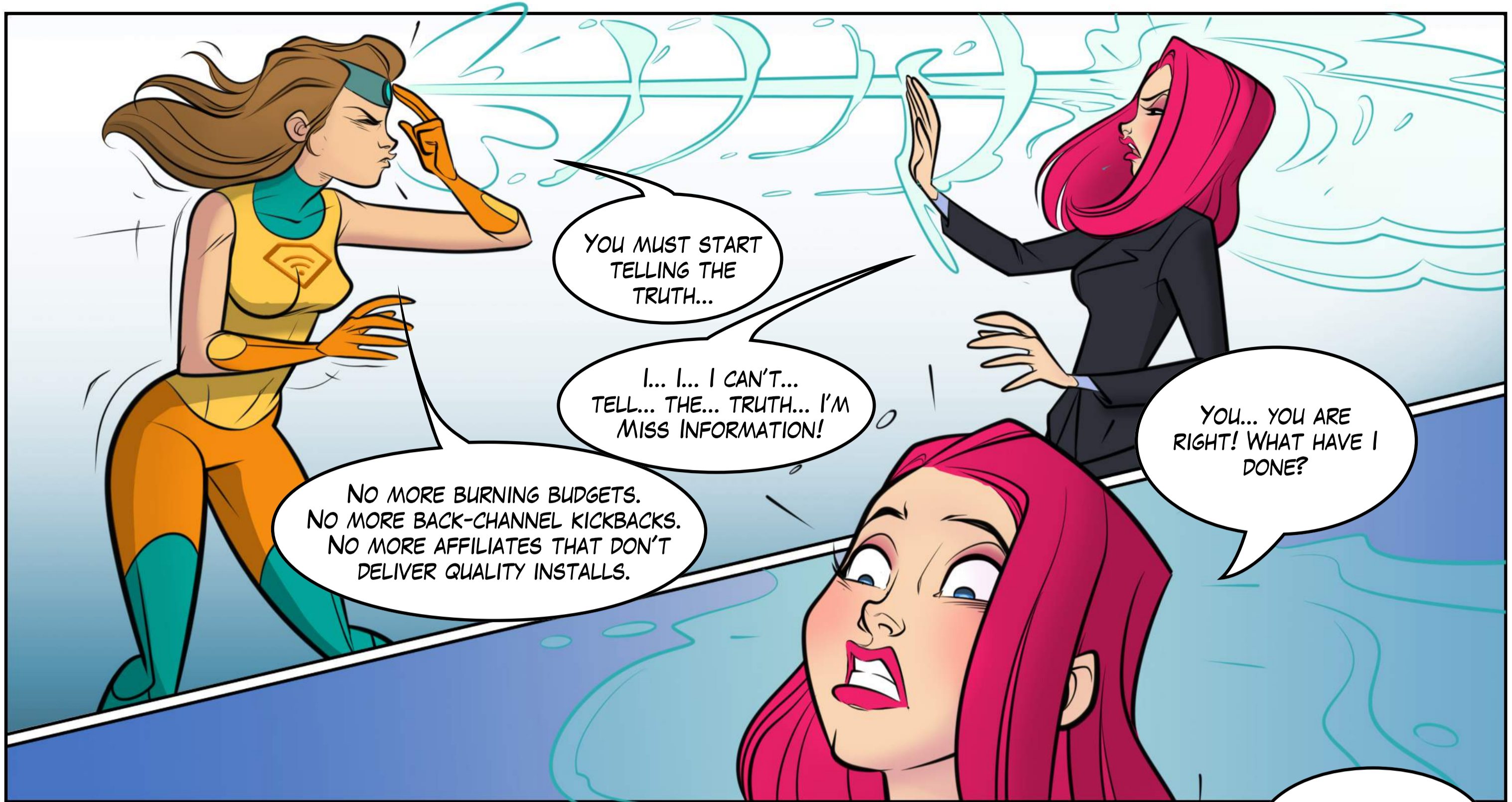
NOW I'LL HYPNOTIZE YOU JUST AS I DID TO YOUR FRIEND...



YOU CANNOT OVERPOWER ME...



I'M IN COMPLETE CONTROL.

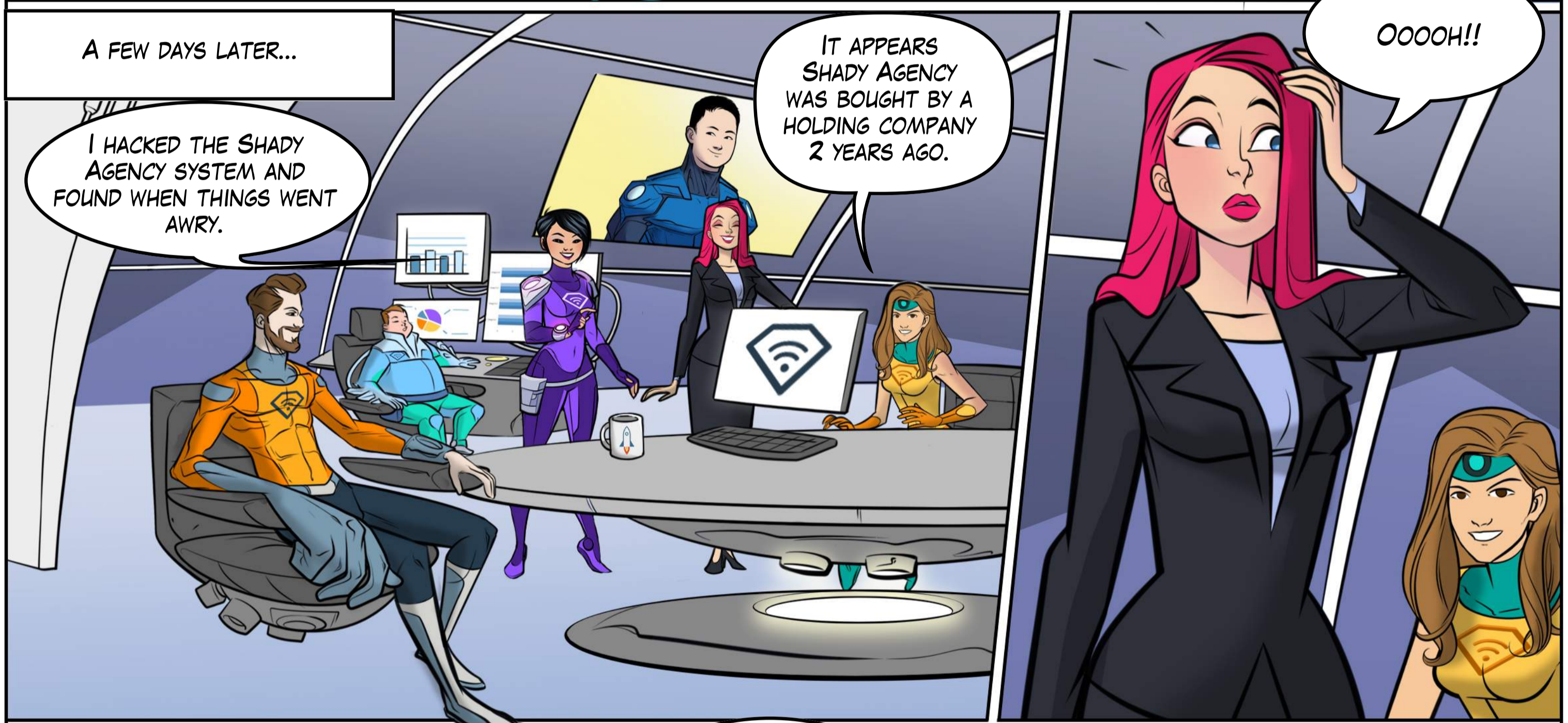


YOU MUST START TELLING THE TRUTH...

I... I... I CAN'T... TELL... THE... TRUTH... I'M MISS INFORMATION!

NO MORE BURNING BUDGETS. NO MORE BACK-CHANNEL KICKBACKS. NO MORE AFFILIATES THAT DON'T DELIVER QUALITY INSTALLS.

YOU... YOU ARE RIGHT! WHAT HAVE I DONE?

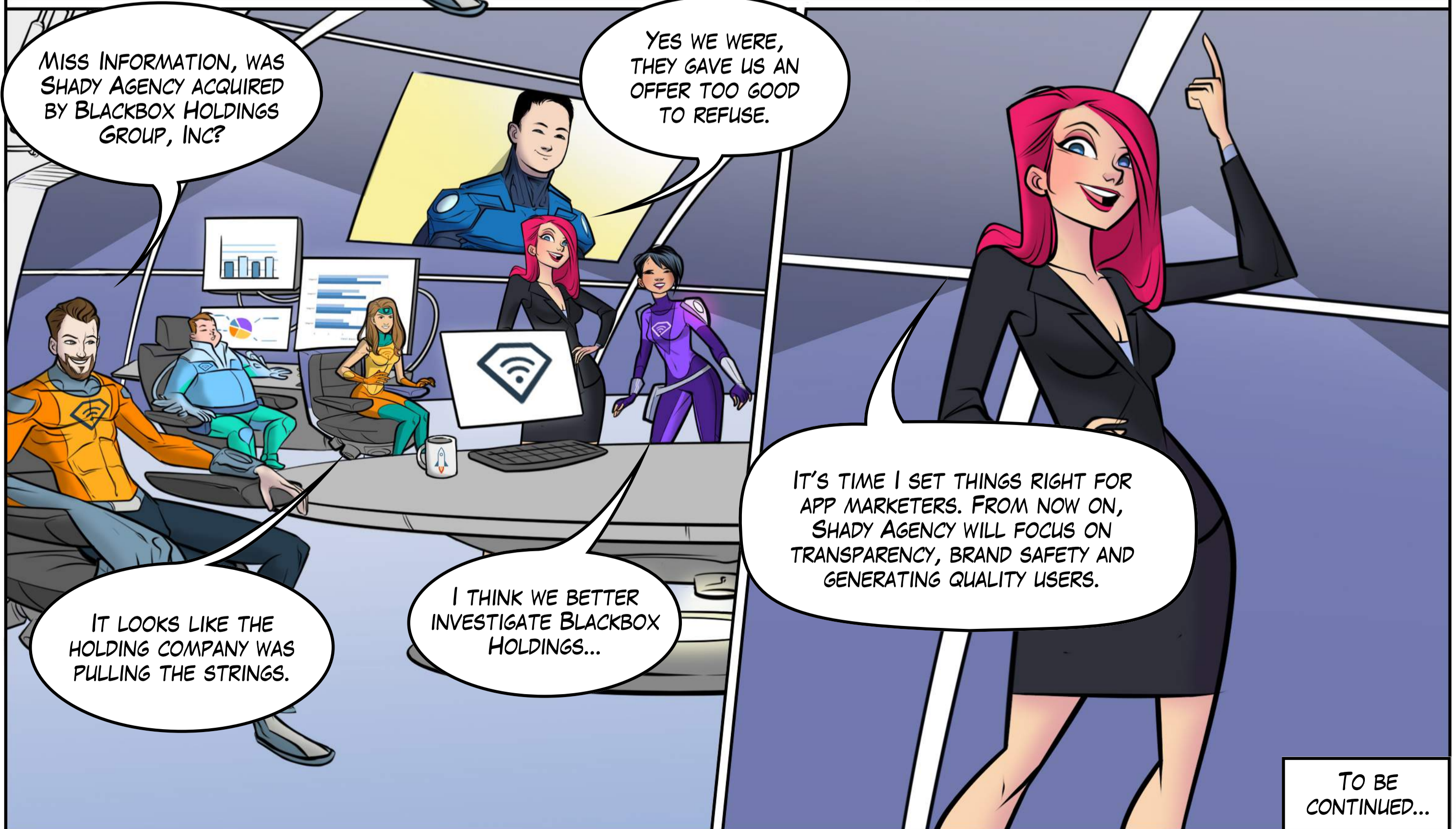


A FEW DAYS LATER...

I HACKED THE SHADY AGENCY SYSTEM AND FOUND WHEN THINGS WENT AWRY.

IT APPEARS SHADY AGENCY WAS BOUGHT BY A HOLDING COMPANY 2 YEARS AGO.

OOOOH!!



MISS INFORMATION, WAS SHADY AGENCY ACQUIRED BY BLACKBOX HOLDINGS GROUP, INC?

YES WE WERE, THEY GAVE US AN OFFER TOO GOOD TO REFUSE.

IT LOOKS LIKE THE HOLDING COMPANY WAS PULLING THE STRINGS.

I THINK WE BETTER INVESTIGATE BLACKBOX HOLDINGS...

IT'S TIME I SET THINGS RIGHT FOR APP MARKETERS. FROM NOW ON, SHADY AGENCY WILL FOCUS ON TRANSPARENCY, BRAND SAFETY AND GENERATING QUALITY USERS.

TO BE CONTINUED...

MOBILE  
**HERO**



**COMICS**

*by Liftoff*