



Content powered by insight,
amplified by authority.



PEGGY Anne Salz

Influential **Content Strategist, Journalist and**
trusted industry voice

with an **extensive and highly engaged network**
producing **high-impact content**
that reaches **the right audience.**

TRUSTED BY audiences, recognized BY algorithms



Industry Rank



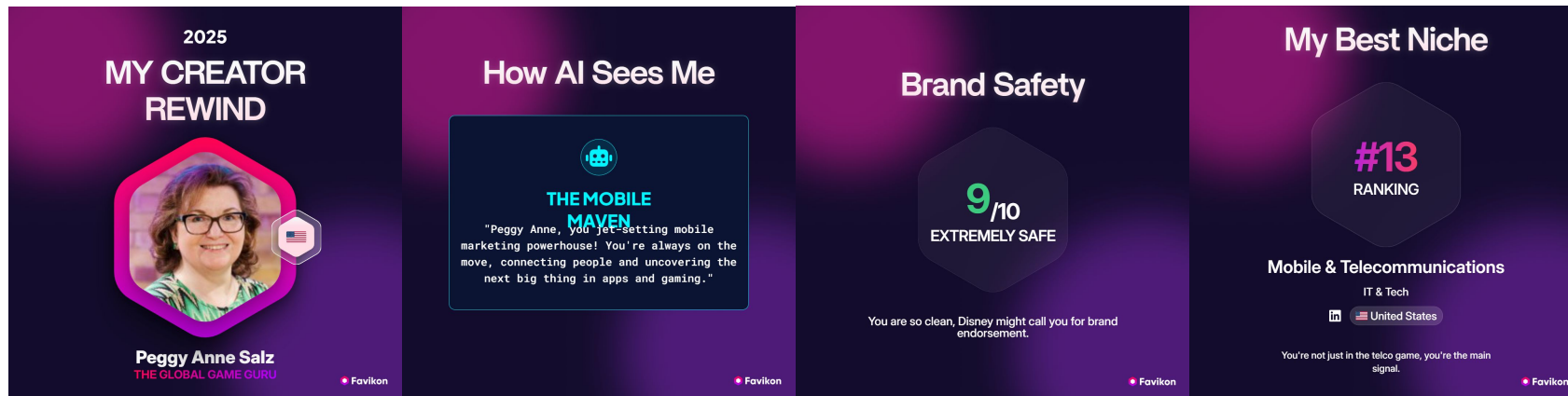
Social Selling Index

Establish your professional brand (19/25)

Find the right people (12/25)

Engage with insights (13/25)

Build relationships (25/25)



IDEaTe

Identify what matters.

Deep mobile expertise brings sharp focus to your unique value, your market context and the levers that drive growth.

Shape narratives that sell.

Compelling messaging strengthens customer connection, builds trust and kickstarts commercial conversations.

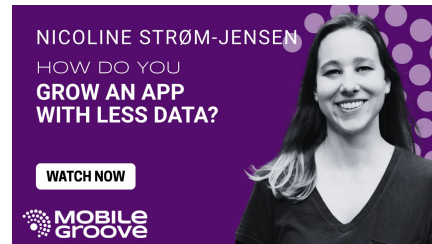
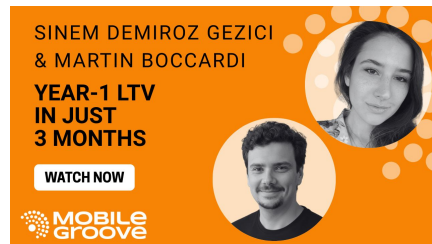
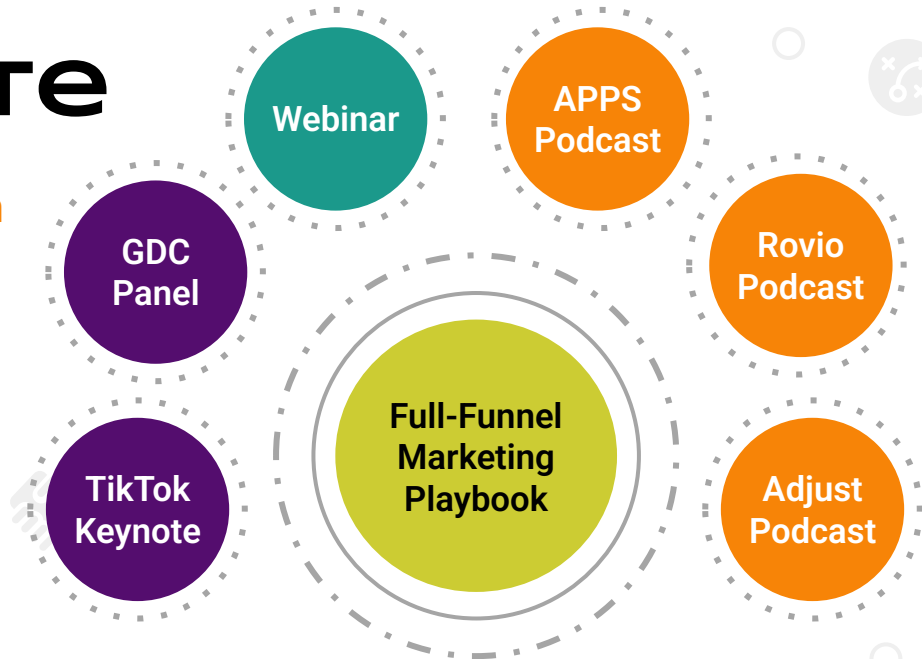
Design stories that travel.

Simple, repeatable storylines give your teams and partners a clear script that lands with your audience.



ACTIVate

A **repeatable system**
that turns **one**
conversation into
high-impact content.



One asset.
Many touchpoints.



20K+ followers



47% open rate
MobileGroove newsletter

455K monthly

PocketGamer.biz audience access





**20+ Years working with
Market-Leading companies
to drive
Industry-Defining Results**

core team

Continuity assured.



Peggy
Founder
and CEO



Brasco
Video Editor



Laura
Operations and
Systems Lead



Animesh
Creative Director



Debi
Social Media
Manager



Josiah
Video Editor



PODCASTS

- End-to-end production with companion assets
- Secure high-profile guests
- Develop content plans
- Create opportunities for peer networking

“I feel that the video podcast interview we did with Peggy was the **most valuable piece of marketing** we've created in recent memory. In my personal opinion, it was **unique and highlighted the product** in a way that everybody can understand.”

— Cameron Thom, Chief Revenue Officer – Americas, Adikteev





WEBINAR

The AdTech Debrief Roundtable 2025

Reserve your spot

December 11, 2025
5 PM CEST / 11 AM EDT / 8 AM PDT



WEBINAR



Navigating the impact of Android Privacy Sandbox for in-app

September 4th, at 3pm CET



Gaylord Zach
Head of Mobile Product at Verve



David Philippon
Founder & CEO of Dataset (Now part of Verve)



Peggy Anne Salz
Journalist/Analyst / Strategist at MobileGroove



Ray Brusca
Strategic Partnerships Manager for the Privacy Sandbox initiative at Google



Roy Yanai
AVP of Product - Measurement at AppsFlyer

TODAY

26 June 2025
1pm EST / 7pm CET

The 2025 App Publisher Halftime Show



PRESENTED BY



webinars

- Full-service production
- Speaker sourcing
- Pre- and post-event amplification
- Expert guidance to develop assets and promotional campaigns



“Peggy **shaped the topic**, coached and rehearsed to give everyone a chance to shine, and engaged her community to **drive attendance numbers**. We got much more than we expected!”

— Ekaterina Vagner, Marketing Director - Supply, Verve



IDEATE • ACTIVATE • AMPLIFY



REPORTS & PLAYBOOKS

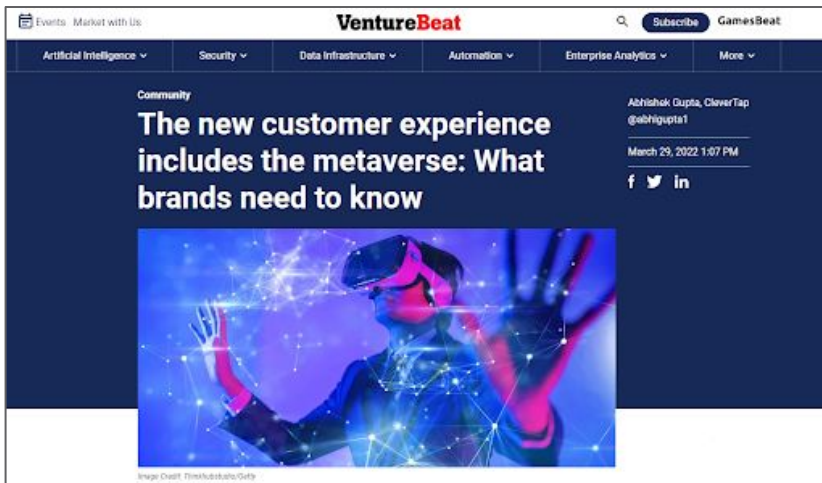
- Distill raw data into actionable insights and takeaways
- Integrate case studies, customer wins and industry examples to validate findings
- Proven track record spanning 25+ Liftoff data reports



“Working with Peggy brings **exceptional value**, expertise and charisma. Together, we’ve created **polished, impactful content** featuring subject matter experts from key focused companies, positioning her clients as **problem solvers and industry leaders.**”

— Matt Finn, Senior Field & Partner Marketing Lead,
Vonage





Selected bylines and coverage (VentureBeat pictured).



BUSINESS REPORTER

Martechvibe

CMS WiRE

ARTICLES

- Nine-time author
- Regular contributor to top industry media outlets
- Ghostwriting for the C-suite

“If you're working in the mobile industry and **you don't know Peggy**, you're not in the industry.”

— Mick Rigby, CEO of Yodel Mobile,
(acquired by Neil Patel's NP Digital)





EVENTS & ACTIVATIONS



- End-to-end planning and execution
- Exclusive, high-impact networking
- Speaker sourcing
- Pre- and post-event amplification

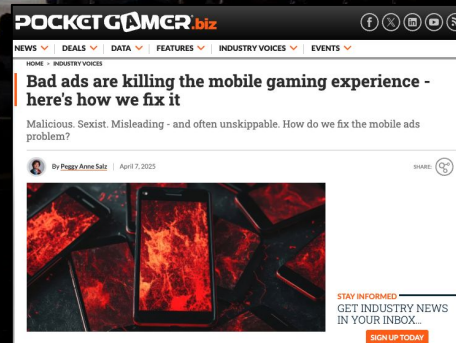
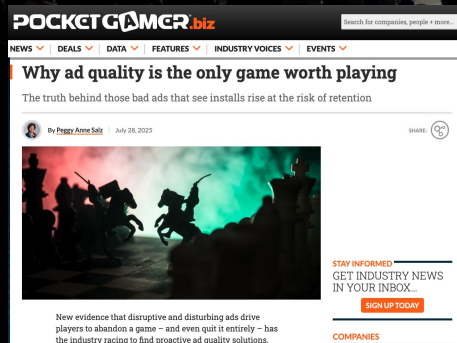




ADVOCACY Programs



From stage
to social proof.



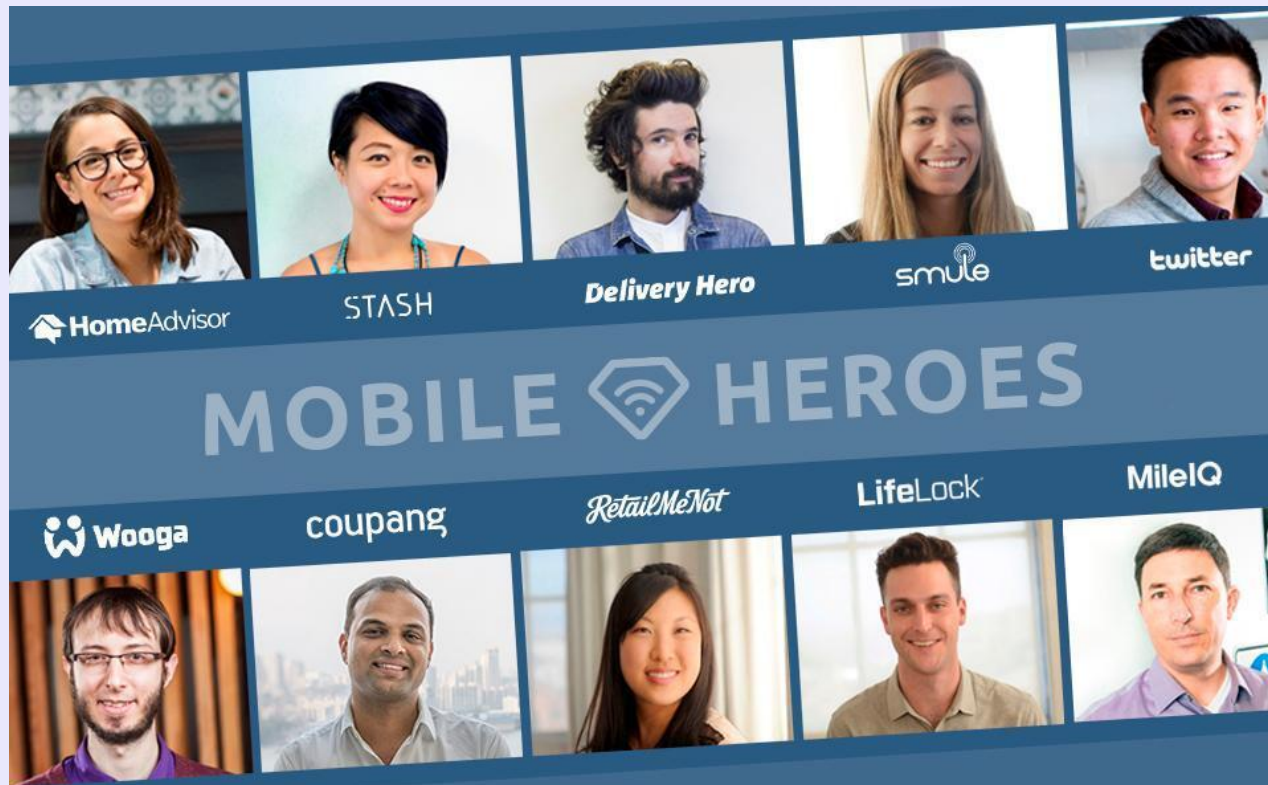


EXPERT-LED ACTIVATIONS





community-driven marketing



Program HIGHLIGHTS:

125+ interviews with
Mobile Heroes

Advocate recruitment to
drive loyalty and retention

Invite-only activations and
client dinners

On-site podcast pop-ups at
industry events

Profile features in leading
media

ENGAGEMENTS & RETAINERS

Podcasts

High-impact video podcast production

Webinars

Full-service production + speaker sourcing

Available as project-based engagements or ongoing retainers, shaped by scope and objectives.

MMA SUMMIT: THE FUTURE OF DATA

Timo Benzin | Director Data Solutions & Platforms | Google

Deniz Özer Can | Global Director Creative and Content Director | Bayer Consumer Health

Jan Heumüller | Managing Director, Central Europe | Ogury

Steve Martin | VP Data Partnerships EMEA & APAC | The Trade Desk

Peggy Anne Salz | Mobile | Forbes.com



LET'S BRING YOUR STORY TO LIFE

Drive conversations, build credibility
and fuel real results with compelling content.

[Book a Consultation](#)

