

AddApptr launches unique Meta-RTB SDK for mobile advertising

All major Ad Networks, Google AdX, Facebook, Mopub, Nexage, Smaato, OpenX integrated into one solution

- For the first time, advertising space is available on multiple RTBs (Real-Time Bidding Exchanges)
- Increased publisher eCPM (effective Cost-per-Thousand-Impressions) by 50% on iOS and Android
- High fraud prevention due to the SDK integration and control
- Next step towards optimizing programmatic mobile advertising - for both publishers and advertisers

BERLIN, 15.3.2016: The Hamburg-based mobile advertising specialist AddApptr launched its new Meta-RTB SDK on iOS and Android. It is the first of its kind, integrating all relevant programmatic marketplaces in one solution. Given its expertise and predictive algorithm, AddApptr managed to increase eCPM for its publishers by 50% on average. In most territories, the delivered fillrate is close to 100%.

Meta-RTB simplifies the integration and optimization of mobile RTB Exchanges with the help of a sophisticated optimization algorithm. Previously publishers had to choose one RTB Exchange. Now they are able to capitalize on only the best campaigns with all key mobile marketplaces. Among the more than 30 RTB Exchanges and Ad Networks are GoogleAdX, Facebook, Mopub, Nexage, Smaato, and OpenX. With the new service, AddApptr aims to extend its leadership in programmatic mobile advertising.

The Meta-RTB SDK enables easy access to major RTB Exchanges which used to be a challenge - especially for smaller publishers. The simplified access to advertisers allows for a much higher reach and has so far lead to an average increase of eCPM by 50% on the publisher side.

"Some publishers are initially reluctant to integrate the SDK in their apps. But this hesitation quickly disappears once they see the performance, both regarding CPMs and ad quality. Our fully integrated SDK solution outperforms any server-side integration we have ever tested," said Alexander von der Geest, COO & Co-Founder.

According to eMarketer forecasts, programmatic spending on mobile continues to rise. The growth is particularly high in the US, where programmatic mobile advertising is estimated to make up 78% of total display ad spending by 2017 (up from 60%). AddApptr already registers 80% of revenues from programmatic platforms with a clear upward trend.

"When working with Europe's largest media companies, we clearly see a shift to RTB platforms. This is not only true for performance campaigns but also increasingly so for direct premium campaigns," said Patrick Kollmann, CEO & Co-Founder.

The new Meta-RTB SDK is the next logical step towards optimizing programmatic mobile advertising - for both publishers and advertisers. Meta-RTB will also offer a further incentive for brands to shift some of their advertising budgets to programmatic. Due to the SDK integration and AddApptr's control over the quality of its in-app inventory, fraud is not an issue. The company maintains very close partnerships with all of its publishers, providing a safe and transparent environment for advertisers.

About AddApptr

The German-based company AddApptr is the leading full-service provider for programmatic in-app advertising. It focuses on RTB marketplaces, which already provide 80% of total advertising revenue on AddApptr's network. It's the only SDK solution that brings all international mobile RTB Exchanges and Ad Networks together in one integration. All the major sales and performance data are displayed in one dashboard. The team focuses on providing a unique full-service product for premium mobile publishers.

Through automatic revenue optimization, AddApptr achieves the highest advertising revenues for app publishers, while saving time with an easy integration. The mediation platform is integrated into over a thousand apps and delivers billions of ad impressions per month.

AddApptr is a Google Certified Publishing Partner (GCPP). The team holds a high level of mobile advertising expertise and has offices in Hamburg and Paris.

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