

Google's new mobile-only strategy: German Startup AddApptr selected as one of Certified Publishing Partners

Exklusive Cooperation

07 DECEMBER 2015, HAMBURG, GERMANY

SUMMARY

Hamburg based mobile advertising specialist AddApptr is one of a few selected companies to participate in the Certified Publishing Partner (CPP) program. AddApptr is the first pure mobile companies to be part of the program. The company manages advertising revenue optimisation for app and mobile web publishers.

„We are proud to be part of the first group of companies in the CPP. We've put in a lot of work to become experts on Google products such as DoubleClick AdExchange, the world's largest RTB exchange. It's a great reward to be elected for this program. It further strengthens our leading position in mobile ad revenue optimisation. We will also have access to increased support, training and other resources at Google, which at the end of the day will result in better revenues for our publishers“ says Patrick Kollmann, AddApptr CEO.

Apart from offering a single SDK integration for all major ad networks and RTB Exchanges, the company also assists publishers on a variety of services, such as setting up and managing accounts, billing and reporting issues, consulting on different ad formats and tech integration questions, and many other things.

„This unique service level is of great importance, especially for our premium media publishers“ adds Patrick. „The mobile advertising space is still evolving quickly, and for larger companies, it's important to stay on top of things. Our solution allows premium publishers to work very dynamically, using a wide range of Ad Servers, Ad Networks and RTB partners. As more and more publishers open their inventory to mobile RTB, we feel that having this type of flexibility is crucial to be successful in the long run. Publishers will look to monetize via direct campaigns, private marketplaces, open RTB auctions and AdNetwork mediation.“

Publishers interested in working with AddApptr can easily register on www.addapptr.com.

More information can also be found on on the CPP website:

<https://www.google.com/ads/publisher/partners/find...>

About AddApptr

The German-based company AddApptr is one of the leading providers for a Supply Side Platform (SSP) of in-app-advertising. It focuses on RTB-marketplaces, which already provides 70 % of total advertising revenues on AddApptrs network. It's the only SKD-Solution, that brings all international RTB-platforms and AD-networks together in one integration. All major sales and performance data can be displayed on one dashboard.

Through automatic revenue optimization AddApptr achieves the highest advertising revenues for App-Publishers, by saving time with an easy integration. The mediation platform is already integrated in more than 2.000 Apps and delivers billions of ad-impressions per month.

The Team of AddApptr has longstanding experience in mobile business and offices in Hamburg and Paris.



RELEVANT LINKS

 **AddApptr**
<http://www.addapptr.com>

 **Google Partner**
<https://www.google.com/ads/publisher/partners/find-a-partner>

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ABOUT RCKT. ROCKET COMMUNICATIONS

RCKT. is a full service communications agency from Berlin.

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology

We share our passion and go the extra mile

We always stay calm and humble

We love freedom and allow to be different and brave

We keep our word and deliver what we promise

This is the ABC of communication.

Agenda

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and

offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

Branding

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

Content

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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