

# Smaato drives Mobile RTB at scale with upgrade to its SOMA Real Time Optimization Platform and first partners StrikeAd and Fiksu

*- Smaato is pushing RTB standards as pioneering member of the openRTB mobile group*

**San Francisco, CA/ Hamburg/ Singapore, November 21, 2011** - Smaato Inc., the leading mobile ad optimizer and mobile advertising company, today welcomes leading mobile DSP providers StrikeAd and Fiksu to take advantage of Smaato's global RTB-enabled mobile inventory.

Smaato announced today, that SOMA has been substantially upgraded to a new platform version – with significant improvements in RTB, parallel ad requests, rich media and geo location targeting. Mobile RTB becomes available today to all 70+ ad network partners according to the openRTB mobile 2.0 standard.

Smaato is the largest mobile SSP (Sell Side Platform) and pioneering the push for mobile RTB on a global level with its vast reach of serving ads 230+ countries. StrikeAd and Fiksu are joining 70+ leading mobile ad networks and other ad revenue sources connected to SOMA (Smaato's Open Mobile Advertising platform).

*"RTB is benefitting Smaato's app developers and mobile publishers with enhanced control and maximized pricing. Our SOMA platform is already processing huge volumes of ad requests optimized in real-time. Now with DSPs and other new players, RTB will enhance the relevancy for mobile users as well as data analysis in our publisher dashboards," stated **Ragnar Kruse, CEO & Co-Founder of Smaato Inc.***

Main features of Smaato's SOMA platform are the real time optimization of publishers' ad impressions on a global scale; rich media (incl. video) and enriched ad requests with audience data (i.e. gender, age, location) plus device and carrier targeting.

RTB with automated media buying processes leads to fair pricing and an efficient market. Mobile publishers and app developers benefit by being able to monetize their inventory with more control over the potential advertiser relevance and pricing.

Better data, improved targeting technology and real-time bidding allow advertisers to buy based upon actual audience characteristics rather than just ad spaces. This higher transparency for the advertiser leads to reallocation of significant budgets in new channels and to higher eCPMs for the publisher.

*"Mobile advertising will top \$5.3 billion in 2012 globally," stated **Nick Lane, Chief Analyst of MobileSQUARED.** "Creating an open bidding interface between inventory suppliers and bidders will add strong growth and drive greater innovation, cooperation and profitability for the entire ecosystem. We estimate an open RTB standard supported by pioneers like Smaato will accelerate adoption of real-time bidding auctions by a great factor."*

The more RTB is evolving in the online advertising space, the more media buyers are looking to expand the automated buying processes to mobile inventory. Smaato values better targeting data available in real time as a great step forward to drive mobile into the advertising mainstream.



*"As OpenRTB mobile members, Fiksu and Smaato will help the mobile advertising ecosystem become more efficient, which will benefit both mobile advertisers and mobile publishers," stated **Micah Adler, Fiksu Founder and CEO**. "By combining Smaato's strategic publisher relationships and massive inventory base with Fiksu's industry leading data set and bidding algorithms, our partnership can provide unprecedented levels of performance for the global mobile marketing ecosystem."*

The pioneering partnerships enable advertisers to have unprecedented access to Smaato's high quality advertising inventory in the USA, Europe and Asia.

*"Brand and agencies now know that mobile is essential to how they engage with consumers. As a result, we see a surge in demand for more intelligent and targeted access to high quality ad inventory. With Smaato's extensive range of RTB enabled inventory, we can now provide even more control and choice over where ads are targeted so that brands can optimize their advertising for better ROI and consumer engagement," stated **Alex Rahaman, CEO of StrikeAd**.*

## **About Smaato**

Smaato ([www.smaato.com](http://www.smaato.com)) is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers and app developers. More than 40,000 publishers have signed up with Smaato to monetize their content in 230+ countries .

SOMA's unique feature is the aggregation of 70+ leading ad networks globally to maximize mobile advertising revenues and Smaato's pioneering role in bringing real-time bidding (RTB) and rich media offerings into the mobile advertising ecosystem.

Smaato Inc. is headquartered in San Francisco, California. The privately held company was founded in 2005 by an experienced international management team. Additional Smaato locations are based in Hamburg, Germany and Singapore. Smaato is an active member of the Mobile Marketing Association, the German Digital Media Association BVDW, Singapore Infocomm Industry (SITF) and Singapore IT Federation.

## **About StrikeAd**

Mobile advertising specialist StrikeAd ([www.strikead.com](http://www.strikead.com)) was created to provide media agencies with the expertise to better leverage their mobile budgets and achieve real return on investment from mobile campaigns.

StrikeAd manages its global operations from offices in London and New York.



## **About Fiksu**

Fiksu, Inc. is a new mobile marketing technology company. Fiksu® for Mobile Apps is the company's first solution designed to help mobile app brands on iOS and Android platforms achieve their business goals faster and more cost-effectively. Based in Boston, Mass., Fiksu – which means 'smart' in Finnish – is venture-backed by Charles River Ventures. The company was born from Fluent Mobile, developer of the Fluent News™ app. More at [www.fiksu.com](http://www.fiksu.com) and on the [Fiksu blog](#).

## **About OpenRTB Mobile**

OpenRTB Mobile functions as the mobile sub-committee of OpenRTB, a consortium of digital media companies dedicated to accelerating the growth of the real-time bidding (RTB) marketplace, by providing open industry standards for communication between mobile ad inventory buyers and sellers.

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