

Smaato and App Annie join forces to offer iPhone Analytics

Redwood Shores, CA – January 13, 2011: Smaato Inc. (www.smaato.com) the leading mobile ad optimization company today announced a new partnership with App Annie to deliver smarter analytics for mobile developers and publishers developing on the iOS. App Annie is an independent provider of App Store sales analytics and market intelligence. Screenshots are available at <http://www.smaato.com/blog>.

The App Annie iOS historical rankings features, part of App Annie market intelligence services, are incorporated into the SOMA platform that is easily integrated by registering at www.smaato.com/signup.

“Our partnership with Smaato is a proof of our commitment to help advertising networks provide more extensive statistics to their customers. It’s the first time we are integrating with a third party provider; Smaato’s vision was a perfect match with App Annie leading market intelligence services”, said Bertrand Schmitt, CEO of App Annie.

App Annie market intelligence services also provide information like the number of downloads needed to reach the top downloads lists in certain app stores. E.g.: On average in the US you need 3.5 times more downloads or revenues to reach top 25 compared to the top 100, but to reach from the top 25 to top 10 you need 1.6 times more downloads and 1.3 times more revenues. Furthermore compared to the US to reach the top 25, on average in France you need 6.3 less downloads, while in Germany you need 5.7 less downloads.

These statistics underline the intense competition inside the App Store, and thus the need for a well orchestrated marketing campaign.

“We are glad to partner with App Annie on providing more value and insights for our iPhone/iPad app developers. This service now helps our partners to monitor their success in the different markets and give them insights about the iOS marketplace”, said Ragnar Kruse, CEO & Co-Founder, Smaato Inc.



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About Smaato Inc.

Smaato (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, developers, ad networks and operators. More than 11,000 publishers have signed up with Smaato as a partner to monetize their content in 220+ countries and Smaato is managing 16 billion ad requests per month.

SOMA's unique feature is the aggregation of 50+ leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

About App Annie

App Annie (www.appannie.com) is the leading sales analytics and market intelligence service for app publishers, agencies, and anyone doing research on the Apple App Store market. The sales analytics service is used by game publishers and Fortune 500 companies representing more than 6% of all apps, while the market intelligence service gets more than one hundred thousand visits per month. App Annie plans to complement its free offering with a premium paid offering early this year providing even more features to its users.

App Care, App Annie's sales analytics service, automatically captures and aggregates app sales, in-app purchases, iAd sales, rankings, reviews, and significant app store events. This gives app publishers an easy way to view all their historical info, track what's happening with each revenue source, manage sales campaigns, and uncover long-term market trends affecting their app business.

Store Stats, App Annie's market intelligence service, provides the most comprehensive market information for the Apple App Store. Discover the best marketing tactics and understand market changes by browsing current and historical app store rankings and events across all apps, countries, and categories.