

Smaato partners with Motally for Advanced Mobile Analytics Cross platform offering for iPad, iPhone, Android and Mobile Internet

Ready for iPad – Smaato analytics will cover iPad traffic from launch date

Redwood Shores, CA – March 30, 2010: Smaato Inc. (www.smaato.com) the leading mobile ad optimization company today announced a new partnership with Motally Inc. to deliver smarter and cross-platform analytics for mobile developers and publishers. Motally is a San Francisco-based provider of independent mobile analytics for mobile Internet, iPad, iPhone, Android, Symbian, Windows Phone and other platforms.

John Forese, CEO of Motally says, “We are excited to partner with Smaato the leading global mobile ad network aggregation platform. Together with our analytics tool and Smaato’s SOMA platform, we enable mobile publishers to better analyze and monetize their mobile inventory.”

The new Smaato Mobile Analytics features are incorporated into the SOMA platform that is easily integrated by registering at www.smaato.com/signup.

Many app developers and mobile website publishers have serious issues to track the usage of their properties across different platforms. Smaato Advanced Mobile Analytics provides a comprehensive set of tools that enable mobile publishers to optimize their inventory for iPhone, Android, Symbian and the upcoming iPad to maximize user experience and insights. In addition Smaato’s SOMA platform adds visibility and aggregated reporting across all major mobile ad networks worldwide.

“We are glad to partner with Motally on adding more value and insights for our mobile publisher and developer partners. By integrating Motally in the SOMA platform, we add additional free benefits to analyze usage behavior of apps and mobile websites“, said Ragnar Kruse, CEO & Co-Founder, Smaato Inc.

Feature overview:

- **Sophisticated Dashboards**

 - See mobile traffic at a glance or dive into traffic with detailed stats and charts

- **Precise User/Visitor Analysis**

 - Gain important insights on publisher’s users (location, device, carrier...)

- Detailed Traffic Tracking

Understand Usage Patterns of mobile inventory (click flow, top pages...)

- Customizable Events

Define specific events to track conversions or bugs, do A-B testing, etc.

- Easy Integration

SDKs and code snippets for apps and mobile websites make the magic happen in minutes

- Best in Class Monetization

Maximize publisher revenues through Smaato's SOMA platform

Smaato analytics are now part of the SOMA platform and mobile publishers can sign up today to get better reporting for free as part of their SOMA registration at www.smaato.com/signup

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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 3,000 publishers have signed up with Smaato as a partner to monetize their content in 215+ countries and Smaato is managing 4 billion ad requests per month.

SOMA's unique feature is the aggregation of 36 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.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany and the Asia-Pacific presence of Smaato has been established in Singapore.

Follow Smaato on twitter: @smaato and #smaato



About Motally

Motally is a mobile-analytics provider dedicated to helping mobile application developers and content publishers understand their users, optimize their product offerings and maximize their ROI. The company is headquartered in San Francisco, CA and is backed by BlueRun Ventures and Ron Conway, a leading angel investor. The team includes mobile industry veterans from Yahoo Mobile and Oracle. Visit Motally at www.motally.com and follow the company on Twitter @motally.