

Mobile Ad Optimization for Windows Phone 7

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Key Facts:

- Easy integration
- No performance impact as it runs on background threads
- Ad Control can be used at design or execution time
- Follows Metro styling
- Communication Layer access available for more control of ad presentation
- Supports display banners and text ads
- Popup mode shows ad when it arrives, then hides until next ad available
- Supports beacons (important for premium ads)
- Allows socio demographic/contextual targeting
- Location based advertising
- Asynchronously load of display ad (no wait time for user)
- When no ad available, the banner space is automatically hidden



Windows Phone



Higher eCPM & Fill Rate



No Sign-up Fee



70+ Mobile Ad Networks



230+ Countries

SOMA™ Platform Ecosystem:

