



Smaato is integrating mobile demand platform Adsmobi to drive global mobile real-time bidding revenue

San Francisco, New York– July 25, 2013 – [Smaato](#), the leading global mobile Real Time Bidding (RTB) ad exchange and mobile Supply Side Platform (SSP), announced today that it is integrating mobile direct demand platform [Adsmobi](#) into the Smaato programmatic demand team to drive global mobile real-time bidding revenue under one unified Smaato Media Demand team.

Since Adsmobi launched in February 2010, the company has seen three consecutive years of revenue growth with Headquarters in New York and offices in Hamburg, London and Singapore.

“Adsmobi is now fully integrated into the mobile RTB ad exchange Smaato as we see a shift to programmatic buying in the mobile advertising industry and more brand advertisers moving their marketing budgets into RTB every day.” said Ramy Yared, Founder & MD of Adsmobi. The experienced new Smaato Media Demand Team will help to further strengthen partnerships with DSPs connected to the RTB platform.” Yared added.

Ramy Yared will become the new Chief Sales Officer (CSO) of Smaato. He will lead Smaato’s global sales team focused on the acquisition of new partners, both on the demand and supply side of the business. Ramy brings more than nine years of experience in Mobile Advertising to this role. He was Co-founder and MD at Adsmobi and built up a global team with 45 employees, generating mobile advertising revenues worldwide. Prior to his leadership efforts at Adsmobi, Ramy has covered senior sales positions at Buzzcity and Media Plaza.

“By integrating the Adsmobi team into Smaato, our demand and supply partners will greatly benefit from synergies on both sides of the mobile RTB ecosystem. This will further strengthen our leadership role in the mobile advertising industry as brands shift their focus on mobile advertising spend.” said Ragnar Kruse, CEO of Smaato. “Our unified demand and supply sales teams will work on building and supporting preferred partnerships with publishers and DSPs to rapidly drive mobile RTB revenue on a global scale” Kruse ended.

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About Smaato:

Smaato is the leading global mobile RTB ad exchange and helps mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato provides Ads for Apps, and operates the leading RTB ad exchange and mobile ad optimization platform. More than 70,000 app developers and publishers use Smaato to monetize their content in 230 countries.

Smaato's unique feature is the aggregation of 90 Ad Networks and 100 DSPs to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, Smaato technology can be easily integrated with ad networks, ad inventory owners (publishers and app developers) and 3rd party ad technology providers.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum (MEF), Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association BVDW.

Smaato received a Top 100 Private Company Award by AlwaysOn Media (2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2013, 2012 & 2011) and was named a "company to watch in 2010" by Financial Analyst Company GP Bullhound.

Smaato's global headquarter is in San Francisco, California. The privately held company was founded in 2005 by an experienced International management team. Smaato's European office is in Hamburg, Germany and the APAC office is in Singapore.

For more details, please visit: www.smaato.com

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