



## Leading Global Mobile Real Time Bidding Exchange Smaato Hits \$110M Annual Revenue Run Rate

San Francisco, California– July 16, 2013 – [Smaato](#), the leading global mobile Real Time Bidding (RTB) ad exchange, announced today that the mobile ad spend transacted through its global RTB platform has hit a \$110M annual run rate this month. This milestone underscores the massive impact of real-time bidding on the revenue growth in the mobile advertising industry. Since the second quarter of this year, Smaato's monthly revenue transacted by RTB has doubled.

"Mobile RTB achieves hyper-growth rates worldwide. Real-time bidding on desktop moved fast within three years, but mobile has shown tremendous revenue uplifts within 18 months across all regions. We see more brand advertisers shifting their marketing budgets into RTB platforms every day." said Ragnar Kruse, CEO of Smaato. A large driver of this growth is the quick and easy integration process for new Demand Side Platforms into Smaato's RTB Platform. "We integrate on average two to three new DSPs per week. The speed in which we can integrate is a milestone in the industry." Kruse added.

The huge growth rates of Smaato's RTB ad exchange is not only a local, but a global phenomenon. Today, India is the largest RTB revenue generator behind the US with the entire Asia-Pacific region increasing their real-time auctions by more than 50 percent within one single month. Mobile programmatic trading has become even more successful for publishers using Smaato's publisher platform because it helps both publishers and app developers obtain competitive CPM's and fill. Within the last six months, Smaato's supply partners across the top EMEA markets (Germany, France, Italy, UK, Russia) experienced eCPM uplifts of up to 110 percent since integrating into the Smaato RTB Platform.



“Mobile RTB has finally arrived. We could not have imagined that we would reach a \$110M revenue business within this short of a timeframe” continued Kruse. “We expect that programmatic media buying will become even more important on a global scale for large brand advertisers and drive the whole mobile advertising ecosystem to the next revenue level.”

###

### **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](http://www.smaato.com)

### **Press contacts:**

For PR inquiries, please contact Smaato's PR team:

#### **North America:**

OneChocolate  
Sara Ball/ Angela Fife  
001 415 989 9803  
[pr@smaato.com](mailto:pr@smaato.com)

#### **EMEA:**

Liberty Comms  
Pippa Melamet / James Ash / Finbarr Begley  
0044 20 7751 4444  
[pr@smaato.com](mailto:pr@smaato.com)