Power to the Publishers: Smaato Integrates Competitors' Ad Servers Into Its Platform, Giving App Developers The Biggest Bang For Their Buck

New tool, called SDK Mediation, allows publishers to leverage third-party ad servers along with the Smaato server in one centralized platform

SAN FRANCISCO - November 4, 2015 - Today Smaato, the leading global real-time advertising platform for mobile publishers and app developers, announced a major enhancement to its SPX publisher platform. In order to yield the highest possible revenue for publishers - and at the risk of giving business to competitors - Smaato is integrating other well-known ad servers into its platform. Large publishers around the world want to work with large ad networks and exchanges. Now, Smaato is a one-stop shop to connect publishers with all the biggest, and most reputable, names in mobile ad serving.

The Smaato SPX platform now features simple, drag-and-drop integration capabilities for leading third party ad servers, as well as a custom network option for additional networks. All the SDK-connected demand happens on the client-side, which reduces latency and ensures that the publisher's experience remains top-notch. What's more, these integrations make Smaato's "Dynamic Demand" - its real-time programmatic competition within the platform - even more intelligent by adding more demand sources. With more demand comes higher eCPMs for mobile publishers.

"Competition is key in any marketplace, and with this integration, we're really taking that concept to a whole new level," said Ragnar Kruse, CEO and co-founder of Smaato. "We've been focused on doing everything in our power to allow mobile publishers to make more revenue since day one. By integrating our competitors' demand sources into our platform, we've added another layer of Dynamic Demand so our publishers can make more educated decisions, and bring in more profit than ever before."

Smaato's mobile-first platform offers a free publisher ad server (SPX), global RTB demand and integrated network mediation, support for direct-sold and private exchange deals, and dynamic demand technology to ensure that every impression competes equally across all forms of demand. Smaato supports built-in native and video support, plus all types of rich media, interstitial, and standard banner ads.

Smaato serves up to 6 billion ads each day, across 800 million unique monthly mobile users around the world, and works with 90,000 mobile app developers and publishers. To learn more about Smaato's solutions for mobile publishers and app developers, please visit: www.smaato.com.

About Smaato

Smaato is the global real-time advertising platform for mobile publishers and app developers. Smaato runs the world's largest independent mobile ad exchange and has been pioneering innovative, mobile-first solutions for publishers since 2005.

Smaato's SPX is a global, intelligent and free to use self-service platform & ad server that brings native, video and real-time advertising to over 90,000 mobile app developers and publishers. The company's worldwide reach and extensive network of demand partners provides a massive variety of advertisers with one single integration. Smaato manages up to 6 billion ads every day around the world, across over 800 million mobile users each month.

Smaato's global headquarters are 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. The APAC office is in Singapore. Learn more at www.smaato.com.