

New Smaato Demand Platform Eliminates Mobile Advertising Waste By Giving Demand Partners Real-Time Traffic Segmentation Control

Smaato Demand Platform (SDX) empowers demand partners to target traffic most relevant to their mobile campaigns with a robust suite of traffic optimization tools that offer unprecedented precision, control and flexibility

SAN FRANCISCO – July 26, 2016 – [Smaato](#), the leading global real-time advertising platform for mobile publishers and app developers, announces a major expansion of its mobile monetization solutions for the demand side of the mobile advertising ecosystem. Launching today, the [Smaato Demand Platform \(SDX\)](#) empowers demand partners to optimize their mobile advertising traffic with a robust suite of traffic targeting tools providing precision, control and flexibility. SDX significantly reduces operational waste for demand partners across mobile advertising campaigns.

Prior to the release of SDX, advertisers and demand-side partners seeking to effectively manage their mobile ad inventory lacked a solution to segment or optimize their mobile traffic at scale. Now, with the first phase of the SDX roll-out, demand partners can leverage powerful targeting and QPS (query per second) throttling tools that give them granular control over what kind of traffic they receive. Beyond country-level targeting, inventory can be ramped up based on ad format, device type, connection type and in-app versus mobile web. They will also be able to filter out or target publishers based on previous campaign performance. Segmenting what they receive to only that traffic most relevant to their mobile advertising campaigns eliminates significant waste in mobile advertising for demand partners.

“With the introduction of SDX, Smaato can now proudly say we offer the industry's most comprehensive, robust mobile advertising solutions for both the demand and supply side of the ecosystem,” said Ragnar Kruse, CEO and co-founder of Smaato. “We carefully considered the pain points of our demand partners and believe that SDX is an important step toward giving our partners control over the traffic they receive to target the premium mobile inventory most relevant to their campaigns.”

Early adopters of the new [Smaato Demand Platform \(SDX\)](#) have already benefitted from greater flexibility and control over their mobile ad traffic. [Adelphic](#), one of the world's largest mobile and cross-channel programmatic advertising platforms, integrated with SDX in late May and has quickly seen significant improvements in their overall results. After leveraging the QPS and geographic targeting tools, Adelphic saw significantly more relevant mobile traffic, resulting in a 20% increase in their month-over-month mobile ad spending.

“There’s simply no other solution on the market like [Smaato’s SDX](#), and it’s become a go-to platform for optimizing mobile advertising campaigns,” said Julie Tagliamonte, Director of Supply Partnerships at Adelphic.

In addition to SDX on the demand side of the ecosystem, [Smaato](#) offers the full-featured [Smaato Publisher Platform \(SPX\)](#) on the supply side, which includes a free publisher ad server, a global real-time bidding (RTB) mobile ad exchange, integrated network mediation, support for direct-sold and private exchange deals and dynamic demand technology. Working with more than 90,000 app developers and publishers, [Smaato](#) serves up to 10 billion ads each day, reaching one billion unique mobile users globally each month.

To learn more about SDX and [Smaato](#)’s solutions for mobile publishers and advertisers, visit: <http://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 platform 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'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.