

New API Gives Publishers Programmatic Access to Smaato's Mobile Advertising Platform

Publishers use the SPX Management API to connect with the world's leading independent mobile ad platform, which manages up to 10 billion ad impressions every day.

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Today, [Smaato](#), the leading global real-time advertising platform for mobile publishers and app developers, announced a major enhancement to its SPX publisher platform. For the first time, mobile publishers and app developers using Smaato to monetize their apps and mobile websites can access the platform through an easy-to-use API.

With programmatic access to all major SPX functions, the SPX Management API, along with the existing SPX Reporting API, allows mobile publishers and app developers to connect Smaato's full mobile monetization platform to their internal Content Management System (CMS) or other enterprise applications. This means that Smaato becomes a more integral part of their app development and monetization business.

"Global monetization of mobile apps is a 24/7 business that needs automation to succeed at scale. At Smaato, we focus on building the right features and tools to help publishers automate, save time and earn more money through mobile advertising" said Ragnar Kruse, CEO and co-founder of Smaato. "We understand that large publishers need more integrated solutions. That's why we're opening up access to our platform via an API – allowing our customers to integrate SPX into their enterprise solution."

With the SPX Management API, publishers are given more control over their mobile advertising strategy than ever before. Publishers can change floor prices at any time and create or pause line items right within their CMS or internal systems, keeping all monetization efforts in one easily-accessible, familiar place.

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

Smaato serves up to 10 billion ads each day, reaching one billion unique mobile devices globally each month, and works with 90,000 app developers and mobile publishers. To learn more about Smaato's mobile advertising solutions, 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 leading 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 app developers and mobile 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 and the APAC office is in Singapore. Learn more at www.smaato.com.

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