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Ragnar Kru

At home in Singapore with Smaato and mobile advertising

This sponsored post is produced by Ragnar Kruse, CEO of Smaato.

Times are truly exciting. Since I co-founded Smaato back in 2005, our journey providing “Ads for Apps and Mobile Websites” has seen us grow from our original home in Hamburg, Germany, to San Francisco, California and finally to Singapore. Our business now spans three continents and we are now truly at home in Asia. The region is burgeoning with huge emerging mobile populations, smartphones dominate the landscape, and Smaato’s future is here.

Smaato was started initially as a mobile advertising optimizer, helping mobile publishers maximize revenues by connecting them to our ad network partners. In 2010, we were looking at venturing into Asia to tap on its fast growing mobile advertising market, and decided to partner with **EDBI**. We saw EDBI as a long-term Asian investor we could actively work with, that would both help us expand our operations from the US and Europe into Asia, and also connect us with business partners by leveraging its deep regional networks. EDBI also helped Smaato plug into the local ecosystem by facilitating collaborations with Singapore government agencies like the Infocomm Development Authority (IDA) and the Media Development Authority (MDA).

Singapore itself has a great location, with 2.8 Billion people in Asia living within less than a seven-hour flight away. It is also a highly livable and cosmopolitan city that is great for attracting talent – there are close to 140,000 IT industry professionals in Singapore with more than 83% having at least a university degree. Having access to such a large talent pool is imperative for young technology companies like ours. Suffice it to say, it was a straightforward decision selecting Singapore as our hub for the region.

Our own experience thus far has been amazing. We established our Asian headquarters January 2011 in Singapore. Within just over one year, we successfully hired more than 14 staff overseeing our efforts spanning business development, marketing, and operations. We also serve customers in SEA and China from Singapore, and are seeing exciting growth numbers from the region.

Using SOMA (Smaato Open Mobile Advertising) – our pioneering mobile ad optimization platform, Smaato works with both Asian and Singaporean companies to build up the digital advertising ecosystem in Asia. We enable publishers to better monetize their App inventory using our platform. In the longer-term, this will help fast track the development of free mobile apps and ad content here in Asia, and Singapore will undoubtedly become an even greater location for innovative mobile advertising.

About Smaato:

Smaato provides a one-stop shop to for mobile app developers to maximize mobile advertising revenues across the world. Smaato provides Ads for Apps – operating the leading mobile advertising optimization platform. More than 50,000 app developers and

premium publishers have signed up with Smaato to monetize their content in 230+ countries or territories.

Smaato's unique feature is the aggregation of 80+ leading ad networks and DSPs globally to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, app developers and operators) and 3rd party ad technology providers.

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