Flytxt partners with Smaato to offer ad monetization solutions for CSPs

Flytxt's monetization service mADmart will enable CSPs to monetize their insight better through Smaato's RTB ad exchange that is connected to over 170 mobile DSPs and 100 ad networks; giving them instant access to global ad inventory including some of the largest brands in the world like Times Internet Limited, ESPN CricInfo, NewsHunt and VuClip.

Dubai, August 14th, 2014: Flytxt, a fast growing Big Data Analytics solution provider for Communication Service Providers (CSPs), today announced a strategic partnership with Smaato, the US based company operating the largest global independent real-time bidding (RTB) mobile ad exchange. Flytxt's monetization service mADmart will enable CSPs to monetize their insight better through Smaato's RTB ad exchange that is connected to over 170 mobile DSPs and 100 ad networks; giving them instant access to global ad inventory including some of the largest brands in the world like Times Internet Limited, ESPN CricInfo, NewsHunt and VuClip.

"We are delighted to partner with Flytxt and extend our expertise in mobile ad monetization and Supply Side Platform. With our strong network of publishers and global access to rich and varied ad inventory, we believe Flytxt can generate significant ad monetization opportunities for their CSP customers. " said Ajitpal Pannu, Chief Strategy Officer for Smaato.

"With the increased adoption of data and proliferation of digital services, CSPs need to collaborate in a deeper way in the Over the Top (OTT) service domain to generate value for the OTT players and consumer using their core assets, said Abhay Doshi, Vice President - Products and Marketing, Flytxt. He added, "We are committed to creating new revenue streams for CSPs through monetizing their assets better and the partnership with Smaato is a significant step in that direction. We can combine our platform's data analytics capabilities and Smaato's publisher reach to serve relevant ads to CSPs' customers, thus utilizing their Insights effectively and enhancing customer experience."

Smaato's extensive Over the Top (OTT) publisher network, with well over 78,000 publishers and across 450MM unique users globally, will provide Advertisers access to a much wider and relevant global audience with more than 90 billion ad impressions per month. Flytxt's insight monetization platform leverages CSP data to derive in-depth demographic, behavioral and socio-economic insights that can enable Smaato to efficiently use these ad impressions lowering the audience acquisition cost for advertisers, while increasing the ad relevance and delivering better RoI for all stake holders.

About Smaato

Smaato is the leading global mobile RTB ad exchange (SMX) helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato operates the leading independent global mobile RTB ad exchange and Supply Side Platform across ~78,000 mobile app developers and mobile publishers. On the demand side, Smaato is globally connected to 100+ ad networks and 170+ DSPs.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum Media (2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2014, 2013, 2012 & 2011) and was named a "company to watch in 2010″ by Financial Analyst Company GP Bullhound.

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, and follow us on Twitter @Smaato and on Facebook.com/Smaato.

About Flytxt

Flytxt is a leading provider of Big Data Analytics solutions that enable CSPs to derive measurable economic value from subscriber data. The company offers Customer Experience & Revenue Management and Data Monetization Solutions as well as consultancy services to enable operators to run campaigns for increasing revenue, reducing churn, enhancing loyalty and creating new revenue streams. Flytxt's closed loop integrated real-time marketing platform has been selected by leading CSPs across APAC and EMEA, serving more than 500 million subscribers and has generated over $350 million incremental revenue for them till now. The company has won many industry awards like NASSCOM Emerge 50 league of 10, Aegis Graham Bell Award for innovation in Mobile Advertising, BID International Quality Summit Award, Red Herring Asia 100 and IEEE Cloud Computing Challenge. With its headquarters in the Netherlands, corporate office in Dubai and global delivery centers at Trivandrum and Mumbai in India, the company has presence in New Delhi, Lagos, Nairobi, Kuala Lumpur and London. For more information about Flytxt, visit www.flytxt.com.