Smaato Launches Worldwide In-App Advertising SDK for Windows Phone 8.1

First Ad Exchange to Offer SDK of This Kind;
Benefits Seen in Leading Companies Including Sprakelsoft

SAN FRANCISCO-- Sept 4, 2014 (BUSINESS WIRE)--Smaato, the leading global mobile Real-Time Bidding (RTB) ad exchange (SMX) and Supply Side Platform (SSP), today announced its new SDK for Windows Phone 8.1. As the only partner at present to offer an SDK compatible with Windows Phone 8.1and packaged as one download that supports both phone and tablet versions, Smaato provides app developers the opportunity to monetize their Windows Phone traffic the most effective way possible. The new SDK and Windows Phone 8.1's offerings to app developers will be further discussed at tonight's German American Business Association (GABA) event, "The Future of Advertising - What's fueling the global mobile RTB growth," being hosted by Microsoft and Smaato. The event, taking place at the Grand Hyatt San Francisco tonight from 6-9pm, will include hors d'oeuvres, drinks, and a panel discussion on the evolution of the smartphone and app market.

Smaato's SDK for Windows Phone 8.1 delivers full-screen interstitials as well as improved ad size handling and several performance improvements. The new SDK is light, easy to integrate and ensures access to a larger variety of ad types and options than any other one. Moreover, Smaato's global mobile Real-Time Bidding (RTB) ad exchange (SMX) provides the highest eCPM, combined with a high fill rate, thanks to Smaato's extensive 260+ demand sources worldwide.

"We are thrilled to expand our offerings of SDKs with the new SDK for Windows Phone 8.1," said Ragnar Kruse, CEO and co-founder of Smaato. "Windows Phone developers can now easily monetize their applications globally at a time when platform adoption is increasing worldwide."

As Smaato's Q2 2014 RTB report shows, auctions for Windows Phone increased by 12% in Q2 this year, compared to Q1 2014.

"Our challenge was to get a decent eCPM for our 20+ Windows Phone apps' traffic," said Benjamin Sprakel, founder of Berlin-based gaming and app developer Sprakelsoft. "Smaato has the highest eCPM we've found for Windows Phone OS. They offer a lightweight and easy-to-implement SDK, and it's really easy! On top of this, it's nice to communicate with the Smaato folks, who provide great support."

The new SDK is now ready and available for download at: www.smaato.com/sdks

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 mobile RTB ad exchange and Supply Side Platform across 78,000+ mobile app developers and mobile publishers. On the demand side, Smaato globally connects 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 (MEF), Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2014, 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.

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