Smaato to Enable BlackBerry App Developers to Monetize Through Ads

*Smaato Uses Mobile Real-Time Bidding to
Bring Advertising Demand at Scale to Apps*

SAN FRANCISCO, Jul 22, 2014 (BUSINESS WIRE) -- Smaato , the leading global mobile Real-Time Bidding (RTB) ad exchange (SMX) and Supply Side Platform (SSP), today announced their collaboration with BlackBerry . Smaato will help BlackBerry app developers make money from their apps by bringing advertising demand to BlackBerry 10 through the Smaato Native Software Development Kit (SDK) for BlackBerry 10 and Android. The SDK will allow developers to tap into the previously unavailable mobile RTB marketplace and enable advertisers to better reach their desired audience.

Smaato's SDKs have been connecting various mobile applications with their ad exchange platform, creating the technical link between mobile users and advertisers. When an SDK sends an ad request from the mobile application to Smaato's platform, the optimization algorithm ensures that the request is routed to the most appropriate and highest paying advertiser. Smaato is connected to over 270 Demand Sources globally, including Ad Networks and Demand Side Platforms (DSPs).

Besides being quick and easy to integrate, Smaato SDKs provide BlackBerry developers with a simple way to include demographic data such as gender, age or keywords describing the content that the user sees. This increases the demand from advertisers by improving precision and targeting capabilities, and leads to a higher advertising bid and hence better revenues for the mobile developer.

Through this collaboration with Smaato, BlackBerry App Developers can now consider how to build mobile advertising into their apps, to diversify how their apps generate revenue. Smaato's mobile RTB expertise will help advertisers reach the right audience quickly and hold users' interest, while promoting the advertiser's marketing messages and goals.

"Mobile ad targeting has evolved; by collaborating with BlackBerry, we are offering BlackBerry App Developers an easier way to instantly access over 270 Demand Sources, including Ad Networks and Demand Side Platforms (DSPs), with Smaato," said Ragnar Kruse, CEO and co-founder of Smaato. "We aim to provide more value to BlackBerry App Developers by tapping into our mobile RTB expertise to bring about high returns from advertising revenues."

Peter Ng, Senior Director, Global Alliances & Business Development at BlackBerry, said: "For BlackBerry application developers, the new Smaato SDK is an opportunity for them to gain value from their apps with a proven advertising demand platform.

Smaato is an industry leader and has the expertise to help developers around the world meet their business goals."

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 demand side Smaato globally connects 100+ Ad Networks and 270+ 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.

For more information, please go to http://www.smaato.com/ .

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