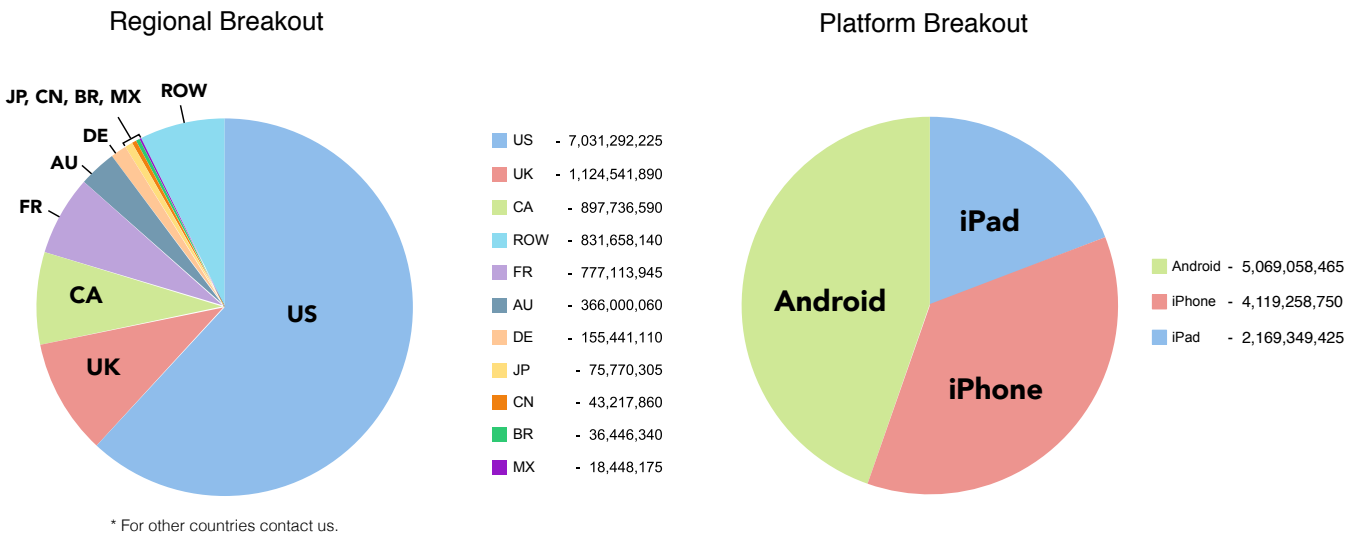


# Private Mobile RTB Marketplace: Full-Screen Inventory. Mobile Native ads. High Quality Publishers.

With billions of full-screen mobile ad impressions available, easily reach over 300 million users with rich media, video and native ads.

## Monthly Inventory Breakout



### Audience Targeting

- % of Inventory:**
- Lat/Long 60%
- Demographic 30%
- Mobile Operator 100%

### Platform Details

- QPS levels:** 30K QPS
- RTB Spec:** 2.1 Open RTB
- Data Centers:** Amazon US East 1
- Auction Mode:** Second Price Auction

### Publisher Mix

- CTR from 5% to 12%
- Top 10 app store apps
- Affluent users
- Android and iOS inventory