



Growth Market Mobile Programmatic Advertising: Hamburg-based AddApptr expands to London

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The booming mobile programmatic advertising industry showed continued growth in Germany throughout 2016, firmly establishing itself on the media landscape. Fully automated ads, tailored to specific users and in real time: more and more advertising companies and agencies are taking advantage of the possibilities of addressing target groups in the right “mobile” moment and value the transparency and control that programmatic purchasing provides compared to standard campaign planning.

At the forefront of this market is adtech company AddApptr. Specialized in optimizing advertising revenues for mobile app publishers, AddApptr has successfully established itself in Germany and France after its founding in 2012. In December, AddApptr continued its expansion in Europe by opening an office in London, the leading market for mobile advertising.

“We are thrilled to begin providing our successful business in the top advertising market of the UK beginning immediately,” says Patrick Kollmann, CEO and co-founder of AddApptr alongside Alexander von der Geest. “The first step will entail acquiring premium publishers and driving our private marketplace business.” For the role of General Manager UK, AddApptr was able to land a real industry vet in experienced sales and marketing professional Robert Beecroft.

About AddApptr

Independently owned and operated, AddApptr is a global mobile adtech company dedicated to optimizing revenue for its app publishers. AddApptr’s unique solution combines every major programmatic ad marketplace in a single SDK. This meta-RTB solution taps into all the major marketplaces and ad networks to improve ad placement automatically. Furthermore, AddApptr offers its customers a comprehensive and sustainable range of services to ensure seamless ad placement in apps. These services include SDK integration, yield management, account management, complete reporting and billing services, as well as a team of expert contact partners. Thousands of companies have already begun successfully monetizing their apps with AddApptr, including several of the largest publishing houses in Europe. Moreover, as the only exclusively mobile company in the world to receive Google Certified Publishing Partner (GCPP) certification, AddApptr can offer its app publishers access to Google AdX.

AddApptr was founded in 2012 by Patrick Kollmann and Alexander von der Geest in Hamburg and has additional offices in Paris. AddApptr consists of a team of experts with years of experience in the mobile and advertising industry. For further information, please visit www.addapptr.com



PRESS RELEASE

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