



**AddApptr adds some secret sauce to ad monetization, launches MAYO**

Hamburg, June 21, 2018

AddApptr, a leading monetization solution for premium publishers, is launching its latest product to help app publishers increase ad revenue:

MAYO (Machine Learning Automated Yield Optimization) is an algorithm-based solution that will further increase the revenue AddApptr generates for app publishers.

“We see machine learning-based algorithms as the future of optimizing advertising revenues in apps,” says Patrick Kollmann, CEO and Co-Founder of AddApptr. “We are proud to launch this product after many months of work and testing. MAYO will be rolled out throughout our portfolio of thousands of apps over the next few months. Machine learning will take over many areas of digital advertising, and there are few areas where the benefits are more obvious than in yield optimization. Managing billions of transactions daily is a task where machine-based approaches can optimize and scale far more efficiently than any manual approach ever could.”

AddApptr has been beta-testing MAYO over the last few months, reaching an uptick of up to 50% for the participating apps. AddApptr has always been unbiased and fully transparent in its approach to finding the best advertisers and demand sources for publishers, so adding a product based on machine learning to the already solid suite of optimization solutions is fully aligned with the company’s strategy.

AddApptr CTO Martin Wapenhensch elaborates: “Fully automating our optimization process has been on the roadmap for a long time. After investing a great deal of time and effort, we managed to integrate the machine learning logic into our existing product, giving us the best of both worlds. We were also able to keep the majority of computing on our proprietary servers, meaning that the increase in revenue comes with zero additional data usage for publishers and consumers, and also doesn’t increase the number of requests for demand partners. It’s really a very smart bit of engineering, and the entire team is extremely proud of it.”

There is high demand for the new product from publishers, and AddApptr plans to roll out MAYO quickly.

**About AddApptr**

Independently owned and operated, AddApptr is a global mobile ad tech 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 major RTB marketplaces and ad networks to optimize ad placements automatically. AddApptr offers its customers a comprehensive and sustainable range of services, including yield management, SDK



## PRESS RELEASE

integration, account management, complete reporting and billing services, as well as a team of expert contact partners.

Thousands of companies are already successfully monetizing their apps with AddApptr, including several of the largest publishing houses in Europe. AddApptr is also able to offer its app publishers access to Google AdX as one of very few mobile companies with Google Certified Publishing Partner (GCPP) status.

AddApptr was founded in 2012 by Patrick Kollmann and Alexander von der Geest in Hamburg and has additional offices in Paris, London and Warsaw. 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](http://www.addapptr.com).

### Press Contact

Melanie Langenmair  
Head of Marketing & Communications  
Alsterufer 4  
20354 Hamburg  
Email: [melanie@addapptr.com](mailto:melanie@addapptr.com)  
[www.addapptr.com](http://www.addapptr.com)