



**AddApptr makes an aggressive push into the US market**

Hamburg - May 31, 2018

Leading app monetization solution AddApptr sets up its US business operation in San Francisco.

AddApptr, a full-service programmatic solution for premium app publishers, makes an aggressive push into the US market and plans to grow the US team quickly.

After successfully setting up profitable operations in France, UK and Poland, the company now plans to grow in the US market.

„This is a logical move for AddApptr“ says Patrick Kollmann, AddApptr’s Co-Founder and CEO. „20% of our revenues already originate from the US. It makes sense for us to invest in the US market now, and increase our efforts with a presence in the US.

AddApptr offers a unique proposal for premium app publishers. We’re one of the very few, unbiased publisher focused companies in the market. If you combine that with our full service product, strong tech and unparalleled industry knowledge, you have an amazingly compelling package for large publishers.“

Patrick Kollmann will oversee the US office for the next few months, planning to grow the business operation and team 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 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. Moreover, as one of very few mobile companies in the world with Google Certified Publishing Partner (GCPP) status, 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, 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 RELEASE

### Pressekontakt

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)