

## Advertly completes programmatic integration with BidSwitch to enable automated ad sales

**The completed integration allows Advertly AB (publ) to act as agent for content publishers (games and apps) within BidSwitch's programmatic infrastructure, enabling fully automated matching of advertisers and publishers through hundreds of connected partners. The first advertising campaigns are expected to be launched in the second quarter of 2019.**

Advertly is excited about the partnership with BidSwitch, one of the leading players in programmatic advertising technology and has now completed the technical platform integration.

Programmatic advertising is the industry standard for automation of ad sales. The technology helps advertisers and brands reach their relevant audiences at desired volumes and appropriate contexts using DSPs (Demand-Side-Platforms).

For publishers, e.g. websites or mobile apps, the programmatic counterpart are SSPs (Sell-Side-Platform), which enable a significant reduction in the manual labor of matching brands with their respective relevant advertising space.

BidSwitch is a global player with operations in 30 countries. The company has 220 DSPs and 180 SSPs in its network and processes 550 billion ad bids per day [1].

Advertly was the first company in the world to develop a programmatic solution for seamless advertising with broad support for games and apps on mobile, VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality) in 2018.

Today the company is announcing the completed integration to fully support the specific programmatic features of the BidSwitch infrastructure.

The agreement with BidSwitch incorporates Advertly as an SSP within their programmatic infrastructure, giving Advertly direct access to hundreds of integrated DSPs. As the technical integration is now completed, the company is expected to launch the first advertising campaigns within the bounds of the agreement during the second quarter of 2019.

References:

[1] <https://www.bidswitch.com/technology/>

### **For more information, please contact:**

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### **About Advertly**

Founded in 2016, Advertly is an ad tech company that empowers mobile, augmented and immersive virtual experiences for brands to connect with consumers in the right time and place. Its platform lets creators of mobile, virtual and augmented reality content monetize with easy-to-integrate, non-intrusive seamless in-app advertising. More information at [www.advertly.com](http://www.advertly.com).