

# Advertly partners with US based PubMatic to scale immersive advertising on VR/AR and mobile

**Advertly AB (publ) announces integration partnership with leading US based publisher focused sell-side platform, PubMatic, to enable programmatic growth for immersive advertising on mobile, Virtual and Augmented Reality.**

In-app advertising has to date been about delivering app installs and brand messages through banners and incentivized video in-between gameplay and app sessions, creating a multi-billion market set to further grow at a CAGR of approximately 21% within the next 5 years (\*).

Advertly's unique approach to in-app advertising seamlessly connects the brand and the context with the consumer in VR/AR and on mobile, allowing the brand message and consumer to co-exist unobtrusively in the same experience. Defined as immersive advertising, Advertly enables the ad within the actual gameplay to maximize both brand exposure, relevancy and publisher monetization.

"We are tapping into an unexplored area of in-app advertising, where immersive ads become part of the overall user experience and therefore perceived more positively towards the consumer, as we never really trigger the "commercial break"-moment that way, something our subconscious normally would associate with rejection", says Advertly CEO and co-founder Niklas Bakos.

"Our immersive advertising method is device agnostic and runs on handheld, head-worn and desktop experiences across VR, AR and mobile, where on mobile certain games today surpass tens of millions of daily users, hence our platform requires the ability to scale demand-side quickly", continues Bakos.

Advertly announced earlier this year the support of OpenRTB and IAB advertising standards for a programmatic approach to immersive advertising and the new partnership with leading omni-channel sell-side platform PubMatic brings buyers at scale to the platform.

"We are excited to be working with Advertly to monetize their client's apps by giving them access to our international demand. As consumers spend more time in these interactive environments, mobile apps are becoming a key channel for brands to reach their target audiences. We are committed to providing publishers and app developers with the tools and technology to monetize this highly-engaged audience across devices", commented Jonas Olsen, Regional Director, Northern Europe at PubMatic.

The technical integration between Advertly and PubMatic is expected to be completed by end of first quarter of 2019. This partnership will develop over time, whereas the monetary value cannot be estimated at this time.

\*) Market Research Future, In-app Advertising Market Research Report – Forecast to 2023, October 2018

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

Mr. Niklas Bakos, CEO and founder, Advertly AB (publ)  
Phone: +46 70 366 96 46  
E-mail: [nb@advertly.com](mailto:nb@advertly.com)

## **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 place at the right time. Its platform lets creators of virtual and augmented reality content monetize with easy-to-integrate, non-intrusive native advertising. More information at [www.advertly.com](http://www.advertly.com).

## **About PubMatic**

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring leading omni-channel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing over one trillion ad impressions per month, PubMatic has created a global infrastructure to drive publisher monetization and control over their ad inventory. Since 2006, PubMatic's focus on data and technology innovation has fueled the rise of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide.