

## Advertly partners with US-based Smaato for in-app-focused ad sales growth

Advertly AB (publ) announces a partnership with US-based Smaato, the global in-app advertising platform, which delivers ads to mobile apps and games. The integration of platforms will enable Smaato's wide range of global buy-side partners and advertisers to access Advertly's new seamless ad inventory at scale.

Advertly is today announcing a partnership with US-based Smaato, the global in-app advertising platform, which is used by top brands and media buyers to specifically access advertising space in mobile games and applications. The deal allows Smaato's buy-side clients to access Advertly's unique seamless in-game ad inventory at scale while Advertly can tap into global marketers looking to advertise within games.

Programmatic advertising spend continues to grow and dominates the digital media landscape with 69% of global media estimated to be bought programmatically next year, surpassing US\$100bn for the first time, according to a recent marketing forecast by Zenith [1]. Simultaneously, in digital media, which is defined by web and in-app ad inventory for desktop and mobile, in-app advertising is more popular than ever according to MindSea [2].

The numbers are backed up by key stakeholders in the industry, claiming mobile in-app programmatic advertising to be the ideal way for brands to better understand, identify, engage and acquire today's mobile-first consumers.

"We are excited to bring Advertly's new ad format to our global buyers. The average consumer in most mature markets spends more than three hours per day in-app and Advertly's ad inventory not only brings scale but allows the actual ad to be seen by the consumer during the entire gameplay," said Glenn Fishback, Chief Revenue Officer at Smaato. "We believe their non-intrusive approach to brand advertising is a unique offering for advertisers looking to maximize the benefits of in-app."

Smaato, founded in 2005, is headquartered in San Francisco, California, with additional offices in Berlin, Hamburg, New York, Shanghai and Singapore. The partnership is well in line with both companies' in-app-focused businesses, and Smaato's on-the-ground sales teams in core regions will help create the awareness needed for brands to understand and invest in Advertly's new ad inventory.

"Smaato's in-app-only approach to programmatic advertising is a perfect fit for how we want to position ourselves as we expand our sales efforts into new markets. Brands connected to Smaato are used to advertising within apps and games on the mobile platform and we believe the leap over to our new ad format will be frictionless," says Kenny Spångberg, Chief Revenue Officer at Advertly.

[1]  
<https://mumbrella.com.au/55-of-australias-digital-media-this-year-was-programmatic-but-growth-will-be-hindered-by-privacy-and-supply-chain-concerns-607909>

[2]  
<https://mindsea.com/app-stats/>

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*Mangold Fondkommission AB, phone +46 8 5030 1550, act as certified advisor/mentor and market maker for the company at NGM Nordic MTF.*

### About Advertly

*Advertly connects brands with people at the right time and place through its revolutionary display advertising technology built for games. The platform allows content creators to monetize complete experiences with unobtrusive, easy-to-integrate, seamless ads. Founded in 2016, Advertly is headquartered in Stockholm. More information at [www.advertly.com](http://www.advertly.com).*