

Press release

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TradeDoubler launches dedicated offering for mobile ad serving **- Wide selection of targeting options enables personalised mobile campaigns**

[TradeDoubler](#), the number one pan-European performance marketing company, today presents its Mobile Solution, a new product for outreach to mobile device audiences. TradeDoubler's Mobile Solution enables advertisers to extend online campaigns to users on mobile devices, including browser-enabled smartphones and tablets.

A number of well-publicized forecasts indicate that the smartphone will replace the PC as the most common device for accessing the internet no later than 2013. If tablet devices are included, this milestone will be reached even earlier. This strong trend towards mobile is not yet reflected in online advertising spend. According to Borrell Associates, mobile campaigns represented 15% of online marketing spend in 2010, and is set to reach 64% by 2015.

Urban Gillström, CEO at TradeDoubler, said, "Aside from the great interest and buzz surrounding mobile devices, e-marketers are rapidly learning that mobile audiences also provide significant opportunities. Many advertisers share our positive experiences from mobile campaigns, which typically deliver superior key performance indicators for awareness, brand favorability, purchase intent, click-through and conversion rates compared to equivalent online campaigns. Our Mobile Solution enables marketers to seize the opportunities with mobile audiences. It includes a wider selection of options for highly targeted communication and for personalisation."

TradeDoubler's Mobile Solution allows advertisers to leverage existing online campaigns or using TradeDoubler's affiliate network to reach users also on mobile devices, thereby achieve a larger share of voice. Advertisers are able to interact differently dependent on device, while monitoring results simultaneously across online and mobile. Targeting can be based on geographic location, time of day, operating system, device brand, model or operator.

In the near future, TradeDoubler will include a software development kit (SDK) that developers can use to produce mobile applications for the TradeDoubler ad network. The SDK will support Android and iOS and make it easy for developers to tap into the potential from their app traffic. All targeting options offered for the Mobile Solution will also become available for in-app advertising.

For further information, please contact:

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About TradeDoubler

TradeDoubler helps companies improve their online results, both by increasing sales and by increasing brand awareness. The core business is performance-based online marketing. With a network of over 138,000 web publishers, TradeDoubler helps more than 1,900 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 75 per cent of Europe's e-commerce consumers. Among the advertisers are Apple, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at www.TradeDoubler.com