Over 1,000 Mobile App Publishers Adopt Flurry AppSpot within First Month

San Francisco, CA – November 9, 2012 – Flurry, a leading mobile app measurement and advertising company, today announced that Flurry AppSpot, the company’s data-powered app advertising platform, attracted more than one thousand publisher sign ups since becoming publicly available just over three weeks ago. Flurry AppSpot is a comprehensive monetization platform built with powerful audience segmentation at its core. Flurry AppSpot enables publishers to unlock the full value of their ad inventory – current publishers are realizing $6 average eCPMs for interstitial and video advertising formats, and $3 eCPMs for banners.

MobilityWare, a popular developer of card games for iOS and Android, recently began using Flurry AppSpot for their ad monetization. They found that the targeted ads from AppSpot delivered eCPMs more than two times higher than ad networks they had been using for the same inventory. They plan to further use AppSpot to cross-promote their apps and develop a direct-sales channel.

"We're excited about using AppSpot to establish our direct sales channel,” said John Libby, president of MobilityWare. “Numerous advertisers have approached us about running targeted campaigns to our audience, which skews female. With AppSpot, we can deliver what these advertisers want. While we initially chose AppSpot for better-performing ads, we’re blown away by how AppSpot can help us grow our business.”

Flurry AppSpot is powered by Flurry Analytics data, gathered from over 250,000 applications across more than 700 million devices. This gives publishers the ability to segment their audience and sell higher-value, targeted campaigns to advertisers, including agencies, direct advertisers and advertising networks. Advertisers can target the segments that matter most to them, ensuring more effective campaigns.

“In order for mobile application publishers to capture their fair share of the half a trillion dollars spent on advertising each year, they need a platform that can package and deliver tailored audiences to advertisers,” said Rahul Bafna, Flurry senior director of product management. “Flurry AppSpot uniquely provides that in an easy-to-use platform that’s accessible to the smallest publishers, yet sophisticated enough for the largest media companies.”

Publishers interested in Flurry AppSpot can learn more at www.flurry.com/appspot or contact Flurry directly at publishers@flurry.com.
About Flurry AppSpot
Flurry AppSpot helps app publishers earn more revenue from their mobile app audiences. Flurry AppSpot uses consumer insight that Flurry Analytics gathers from 700 million mobile users per month to power advanced targeting and deliver more relevant advertising. Publishers using Flurry AppSpot also get full-featured ad network mediation and ad serving, free of charge at any volume. Flurry AppSpot supports most ad formats and campaign pricing and delivery options.

About Flurry
Flurry helps companies build, measure, advertise and monetize mobile applications in the new app economy. The company’s comprehensive measurement and advertising platform reaches over 700 million monthly unique smartphone and tablet devices across iOS, Android and other platforms. The company has main offices in San Francisco, New York and London.

Media contact
Peter Farago
VP Marketing
Flurry, Inc.
peter@flurry.com
+1-510-461-4450