HISTORIC MARKET OPPORTUNITY.
Smartphones and tablets are being adopted faster than any technology in history, replacing personal computers, radios, magazines, and soon TVs. They’re disrupting entire categories like Media & Entertainment, Retail, Travel and Communications. Consumers are already spending more than 2.5 hours a day on their devices, and the app economy is expected to grow to $150 billion by 2017.

GLOBAL SCALE.
Flurry measures more than one-third of the world’s app sessions across more than 1.3 billion active smartphone and tablets per month. With over 150,000 companies using Flurry services across more than 500,000 apps, Flurry can help you reach your audience better than any other company.

RTB GAME CHANGER.
Real-time bidding (RTB) exchanges empower advertisers to efficiently reach large, targeted audiences. First popularized online, and now poised to explode on mobile, RTB spend is projected to reach $10 billion by 2017. You bid on the audience of your choice, and exchanges match the right ad to the right consumer in real-time resulting in a powerful win-win for both advertisers and publishers.

FLURRY MARKETPLACE. SUPERCHARGED BY DATA.
Harness the power of Flurry Marketplace, the only mobile app RTB solution supercharged by Flurry audience data. With unrivaled audience data, only Flurry can connect advertisers to audiences through apps with sweeping breadth and surgical precision. Flurry Marketplace provides robust controls for advertisers and publishers, insightful reporting and powerful performance.

**ADVERTISER BENEFITS.**
- Flurry Audience Data: Target by Age, Gender, and Persona behavioral segments with almost every bid request to reach the audience you desire most.
- Impression Attribute Data: Target by Device Identifiers, Location, OS, Language, Device Type, and more.
- Single Integration Point: Connect to Flurry Marketplace to bid on billions of ad requests per month.
- Transparency and Control: Determine where to place ads with transparency by category and application name.*
- Customized Audience Targeting: In addition to using out-of-box Flurry data, we can help you reach a custom audience.
- OpenRTB Compliant: Easy, fast integration compliant with OpenRTB industry standards.

**PUBLISHER BENEFITS.**
- Higher eCPMs: Advertisers know more about your audiences because Flurry enriches your inventory with actionable intelligence. They bid higher and your eCPM is greater.
- Increased Demand: Single point of access to tens of thousands of advertisers via agency trading desks, demand side platforms and networks.
- Transparency and Control: Protect who can access your inventory and at what price. If buyers don’t meet your RTB inventory price floor, you can choose to automatically back-fill with Flurry’s AppCircle network.
- Good User Experience: Flurry Marketplace is optimized so that there is no significant impact on normal ad serving latency.
- Easy Integration and Access: A single SDK integration provides access to your analytics and monetization dashboard. Monitor performance across all buyers and optimize yield accordingly.

* subject to publisher setting
Flurry Personas Deliver Results
Exclusively Available for Flurry Marketplace

Flurry Personas are targetable audience segments available exclusively for Flurry Marketplace and created by aggregating consumer usage across hundreds of thousands of apps.

AVAILabe FLURRY PERSONAS

Business:
- Real Estate Follower
- Business Professionals
- Personal Finance Geeks
- Small Business Owners

Entertainment:
- Bookworms
- Casual and Social Gamers
- Entertainment Enthusiasts
- Hardcore Gamers
- Movie Lovers
- Music Lovers
- News and Magazine Readers
- TV Lovers

Lifestyle:
- American Football Fans
- Auto Enthusiasts
- Avid Runners
- Fashionistas
- Food & Dining Lovers
- Health & Fitness Enthusiasts
- High Net-Worth Individuals
- Home & Garden Pros
- Home Design Enthusiasts
- LGBT
- Moms
- New Moms
- Parenting & Education
- Pet Owners
- Photo & Video Enthusiasts
- Singles
- Sports Fan
- Tech & Gadget
- Social Influencers

Shopping:
- Catalogue Shoppers
- In-app Purchasers
- Value Shoppers

Travel:
- Business Travelers
- Flight Intenders
- Leisure Travelers

FLURRY MARKETPLACE – FEATURES & SPECS

- **Platforms:** iOS, Android
- **Cost for Marketplace Buyers:** Media Fees Only. No additional premium for Flurry data is charged.
- **Cost for Marketplace Sellers:** 25% net revenue share.
- **Available Targeting:** Flurry Personas, Age, Gender, Location, Language, OS, Device, and more.
- **Ad Formats:** Display, Rich Media (MRAID), Video (VAST)

For more information, please contact us at marketplace@flurry.com.