



“Mobupps” company entered to the list of TUNE Certified Partners.

The Tune Certified Partner Program is composed of integrated advertising partners who are committed to upholding unbiased, trustworthy standards in mobile marketing. It's designed to give marketers visibility into which advertising partners support best practices—and then connect them with a seamless working experience.

Mobile marketing company TUNE (<https://www.tune.com/>) has launched its Certified Partner Program to help marketers gain more visibility into ad partners that best meet their needs.

Through its experience of working with top advertisers, TUNE developed a baseline set of best practices that companies require to work together.

The certification requirement spanning 3 main categories:

- 1) Technical integration
- 2) Engagement
- 3) Acknowledgment

When an advertising partner becomes certified they are identified throughout the TUNE Marketing Console with a certified partner badge, exposure to TUNE marketers within the product, enhanced customer support and troubleshooting, and recognition throughout digital properties and events.

The list of Tune Certificated Partners includes 7 companies, which committed to serving marketers while upholding the standards and best practices of the industry:

- GetIt
- LifeStreet
- Manage
- MobUpps
- StartApp
- UnityAds
- MyTarget

“Mobupps” company entered to the third wave and confirmed its reliability.

“Yaron Tomchin, CEO of “Mobupps”：“ Marketers want to have the confidence in the advertising partners they work with. TUNE’s certified partner program (CPP) is a great step toward providing the transparency and standardization. Of course, we are really proud that our hard work and high standard place us among this coWWmpanies. Mobupps main values are our clients ROI, traffic quality and automation of the marketing process. Working on this 3 direction showed its results.”

“Our goal as always has been to unite the mobile ecosystem, bringing ad partners and marketers together. When we built this program, we worked hard to make sure that the ad partners and marketers were involved from the beginning to develop the standards,” said Cameron Stewart, general manager of HasOffers by TUNE. “We are excited for MobUpps to be included in the TUNE Certified Partner Program. The amount of diligence and care their team brought forth during our review shows the commitment and passion they have for their clients and the mobile ecosystem.”