

MOBUPPS COMPANY ENTERED TO THE TOP OF MOBILE ADVERTISING INDEX BY TUNE IN SEVERAL CATEGORIES.

The Mobile Advertising Index

(<https://www.tune.com/resources/mobile-advertising-index/#results/filter>)

allows you to quickly discover and evaluate the best advertising partners of the moment, so you can optimize return on ad spend and scale your target audience. The tool will enable you to filter advertising partner performance across 20 criteria ranging from device type, geolocation, payout structure, and more. Get instant results for over 1000 ad networks and publishers.

PLATFORM

- Android
- iOS

AD FORMAT

- Banner
- Interstitial
- Video
- Recommendation
- App-of-day

REGION

- Asia Pacific
- Central Asia
- Eastern Europe
- North America
- South America
- South Asia
- Western Asia
- Western Europe

PRICING











- CPM
- CPC
- CPI
- CPA
- CPV









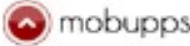

According to this rating, Mobupps company entered to the TOP of 10 worldwide ad networks by the number of clients working with it, as well top 25 by volume of traffic.

Mobupps took a strong position in the next markets:

- 1) top 10 in Asia
- 2) top 10 in East Europe
- 3) top 9 in Europe

Tomchin Yaron CEO of Mobupps «Recent years in the mobile advertising space there has been a growing number of ad networks. When you are researching new advertising channels, sometimes it's helpful to look at various ranking reports and to find out which partners are most relevant to your unique campaigns, you'll want to look at real performance data that are tailored to the metrics you want to measure. You can reach successful mobile campaign only when a marketer at the client side find a mix of successful channels, and usually several of these channels (at the price, volume, audience, GEO and more) That's why this the first version of Index by Tune give you a peek at data that is available to help you make better advertising decisions. We are very proud to be in the top categories on many markets and different metrics. We invest a lot last year into technology, improving processes and fighting fraud and show its results now by working with many clients and doing good results and high volumes for them. Our success it's our clients success and vise versa! We hope to continue the high growth of the company and keep the growing our circle of happy clients».

Name	Adoption	Install Volume	Conversion Rate
 media world performance	1st	6th	17th
 adperio	2nd	7th	13th
 jampp	3rd	2nd	4th
 ICONPEAK	4th	19th	24th
 tyroo	5th	1st	9th
 appnext THE PLATFORM DEVELOPERS LOVE	6th	4th	29th
 link	7th	17th	11th
 mobilda The science of mobile advertising	8th	5th	25th
 ADPICK	9th	22nd	3rd
 mobupps	10th	20th	14th

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 mobilda The essence of mobile advertising	7th	5th	34th
	8th	17th	18th
 mobupps	9th	22nd	21st
 CURATE MEDIA	10th	23rd	37th