

## 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 
 <b>omeda</b> <small>mediaworks performance</small>	1st	6th	17th
 <b>adperio</b>	2nd	7th	13th
 <b>jampp</b>	3rd	2nd	4th
 <b>ICONPEAK</b>	4th	19th	24th
 <b>tyroo</b>	5th	1st	9th
 <b>appnext</b> <small>THE PLATFORM DEVELOPERS LOVE</small>	6th	4th	29th
	7th	17th	11th
 <b>mobilda</b> <small>The science of mobile advertising</small>	8th	5th	25th
 <b>ADPICK</b>	9th	22nd	3rd
 <b>mobupps</b>	10th	20th	14th

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 Tyroo	5th	1st	15th
 Appnext THE PLATFORM DEVELOPERS LOVE	6th	4th	38th
 Mobilda The essence of mobile advertising	7th	5th	34th
 Link	8th	17th	18th
 Mobupps	9th	22nd	21st
 Curate Media	10th	23rd	37th