



Mobango Partners AdiQuity for Mobile Monetisation

Mobango, one of the largest Global mobile apps stores, integrates with Adiquity platform to manage and monetize its global inventory

San Francisco, Ad:Tech, 3 April 2012: AdiQuity, a leader in mobile ads optimization, and Mobango, one of the world's largest independent mobile application stores, announced today that Mobango has selected **AdiQuity Plus** to monetize and manage its global mobile inventory.

Adiquity Plus is a platform which is a combination of Mobile Ad server, Ad optimization, RTB Exchange and Ad Network Mediation that augurs well with the requirements of premium mobile publishers. The full functionality mobile ad serving with campaign creation, targeting and reporting functionalities allows premium publishers to onboard its direct advertiser/agency relationships to serve campaigns on its properties. Adiquity RTB Exchange lets premium publishers create a mini marketplace around their mobile inventory for DSPs (Demand Side Platforms), Ad Networks, Direct advertisers and agencies. Further, Adiquity Ad Quality Control tools allow premium publishers to filter ads that do not comply with their content guidelines.

Mobango has customers worldwide across all geographies. Mobango has served over 1 billion downloads globally and currently generates in excess of 1m downloads of applications a day to their customers. Mobango has one of the largest developer communities in the world and it uploads to its store a large number of mobile applications every day.

"As a Premium Mobile Publisher, we were seeking a unified platform to support our multiple ad monetization strategies which will allow enhanced functionality. Adiquity has provided us an excellent platform to achieve this." - Badri Sanjeevi, CEO - Mobango

Adiquity Plus has enabled Mobango to implement multiple monetization approaches effectively while improving the overall yield and increasing upwards of 90% across its global traffic.

"We are extremely excited to have partnered with Mobango. Mobango has demonstrated that a right approach combined with the correct selection of Ad serving technology partner can go a long way in implementing an effective monetization strategy." - Anurag Dod, CEO - Adiquity Mobile Ads.

About Adiquity : Adiquity (www.adiquity.com) is a Global Mobile Ads platform that enables mobile publishers (mobile site owners, app developers, app stores, telcos etc.) better manage and monetize their mobile properties. Adiquity generates 14 Billion mobile impressions/month across 2000+ publishers in 220+ countries. Adiquity is based in Bangalore, India.

About Mobango: Mauj Mobile (www.mauj.com) is part of the People Group, which owns large digital properties including Shaadi.com and Makaan.com. Mauj Mobile is a pioneer of mobile internet services in India. Mobango, which is the appstore owned and promoted by Mauj Mobile, is one of the world's largest independent mobile applications stores and has over 6 million registered users. A survey by leading magazine "The Economist" placed Mobango within Top 10 appstores in the world. Mobango pioneered the PPD (Pay Per Download) business model, where developers can promote their applications in the store to generate thousands of downloads. To visit Mobango on a mobile phone, visit m.mobango.com

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