

## Appreciate Boasts Significant Growth on InMobi Exchange in 2018

Appreciate is a performance-driven demand-side platform (DSP) specializing in mobile in-app advertising for app marketers and brands. They are distinctive in that they provide their clients with a self-serve real-time bidding platform formulated for app growth, user acquisition and branding campaigns. Their DSP is expertly designed to enable their clients plan, easily manage and hone in on their unique performance goals through their proprietary machine learning, campaign management tools and deep analytics.

Appreciate has been working with the InMobi Exchange since 2017, delivering campaigns from their premium advertisers to InMobi's world-class apps. For them, matching their advertiser demand with the right high quality supply was important, as well as having a partner who would be committed to testing and working closely together to achieve mutual success and fulfill the potential of the cooperation.

One key to scaling the partnership was the support and services Appreciate received from the InMobi team. With keen programmatic expertise and a global support team, InMobi has been able to quickly address tech issues while also identifying growth opportunities such as opening new markets, facilitating PMP deals and optimizing traffic supply to Appreciate's demand.

While Appreciate opened new offices in the U.S. in 2018 and doubled their activity in the market, the InMobi Exchange met their growing needs with the most suitable supply as well as the needs of other additional growing markets across the globe from France and Russia to Australia and South Africa.

The partnership has been very successful so far, with significant quarterly growth of 350 percent from Q1 to Q2 2018 and 500 percent growth between Q2 and Q3 2018.

**Inbar Chap**

Chief Business Officer

**APPRECIATE®**

“We've been happy with the InMobi Exchange. They have consistently provided us with the geographic and ad format diversity that we need. They also enable us to meet the strict requirements and KPIs of our clients. We look forward to seeing continued ROI from them.”