



# adina most

2018 report

As an ad tech company, 2018 was a breakthrough year for us. Admost became even more publisher oriented with its new features.

You can find what we have done along 2018 in this document and prepare yourselves for the next years.



2018  
Overview



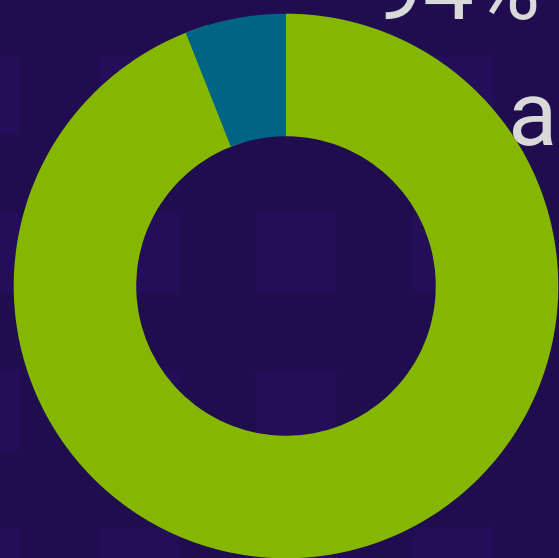
90 B+ ad  
impression



30+ new publishers  
joined us



10+ new ad networks



94% fill rate on  
average



98% increase  
in revenue



New mobile  
app tools



New collaborations

Rollouts  
of 2018



New!



Our new logo is catching more eyes with its dynamic and fun look.

Our brand new website is full of resources like useful documents for publishers and Admost insights.



Rollouts  
of 2018

# Admost Analytics

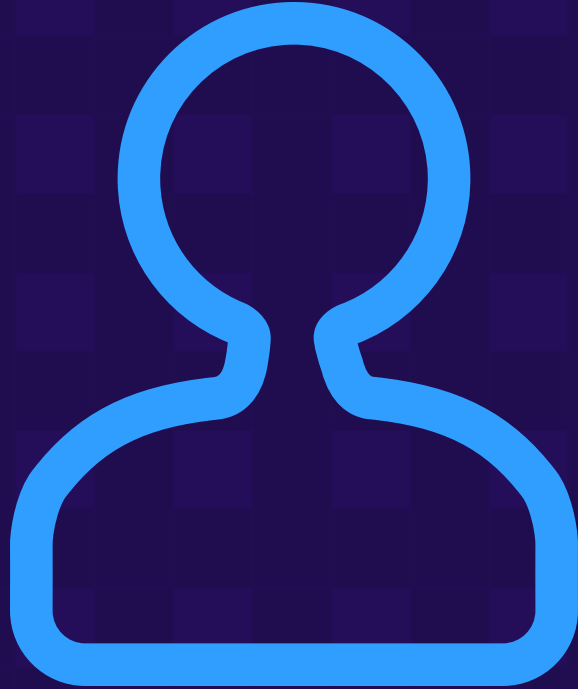
Admost Analytics is full of new advanced features;



Retention analysis



Real-time analytics



Detailed user acquisition  
analysis



Rollouts  
of 2018

# Admost Cross Promotion

Cross Promotion idea came up under favor of publishers who need to cross-promote their apps within their apps.



Cross promo with a single SDK within Mediation and Analytics



Increase install rates through your own apps



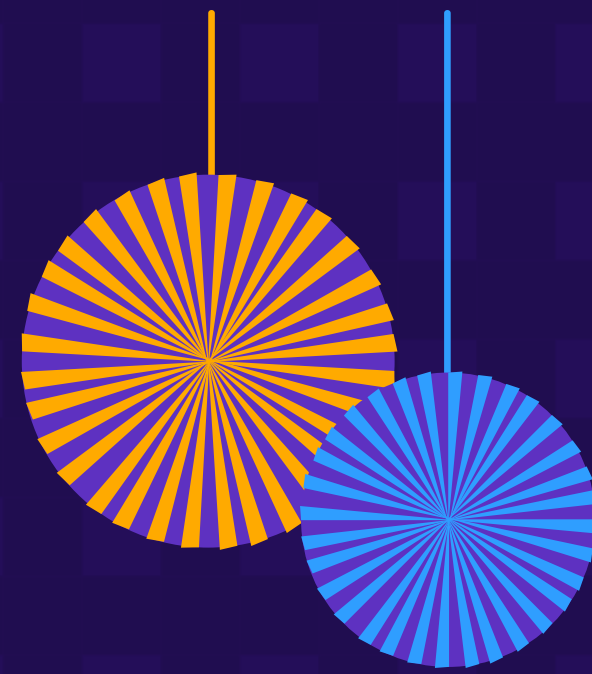
Cross promo between acquainted publishers



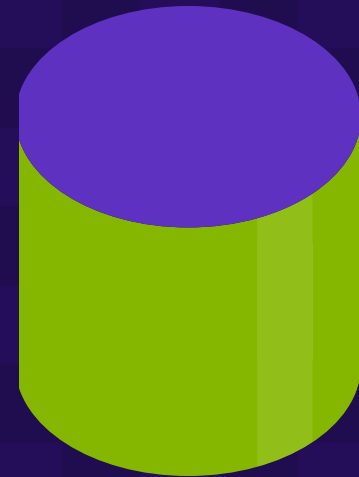
Rollouts  
of 2018

# Admost Premium Sales

Admost Premium Sales is developed to simplify serving ads without being dependent to an ad server.



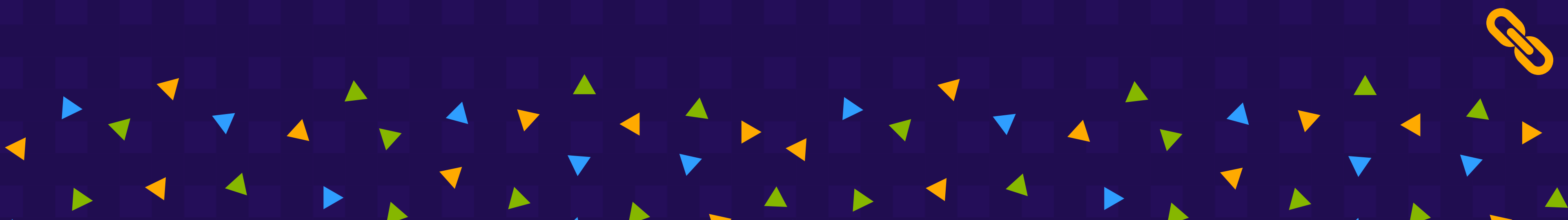
Direct deals



No need an ad server



Increase revenue



Rollouts  
of 2018

# Admost Tracking Collaboration

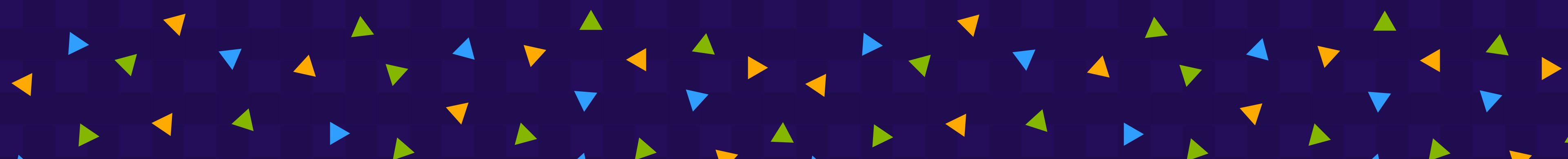
Admost started to work in collaboration with two of the boldest players of the area.



adjust



branch





Rollouts  
of 2018

# Personalized Waterfall



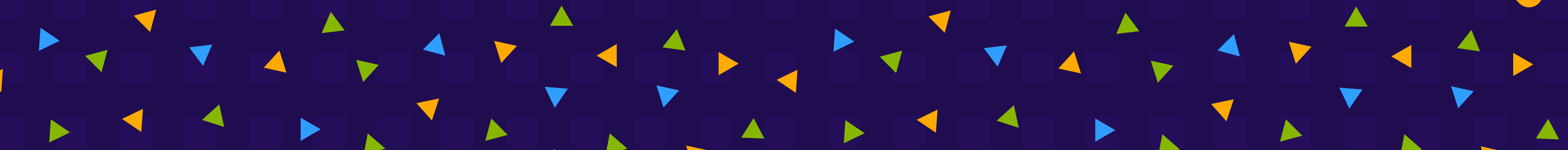
Revolutionary idea of 2018; Admost waterfall dynamically and instantly routes the best matching bundle of the ad placements due to the user's quality.



No more borders



At least %22 percent  
increase in revenue





ad  ost

*Wish you all the world's best things to come  
to you in New Year 2019.*