



addmost

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



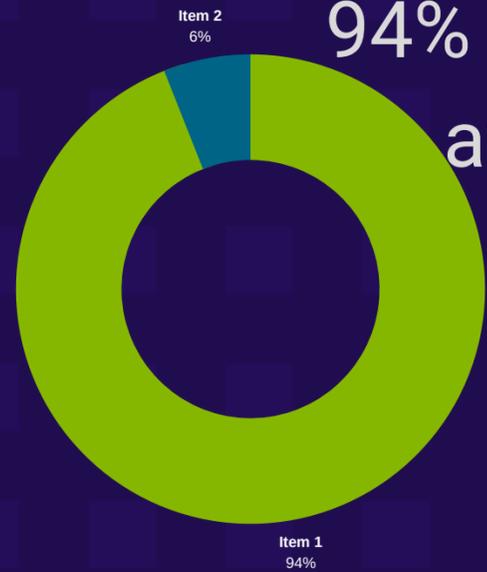
10+ new ad networks



30+ new publishers
joined us



New collaborations



94% fill rate on
average



22% increase
in revenue



New mobile
app tools

Rollouts
of 2018



New!



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

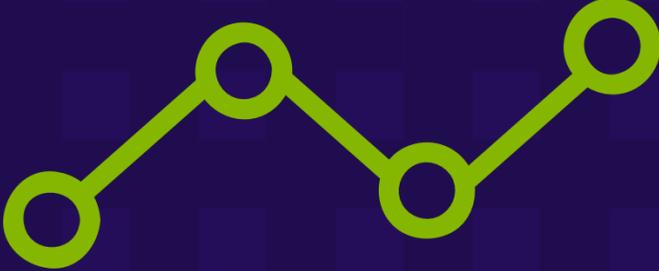
Our brand new website is full of resources like useful documents for publishers and Admost insights.



Rollouts
of 2018

Admost Analytics

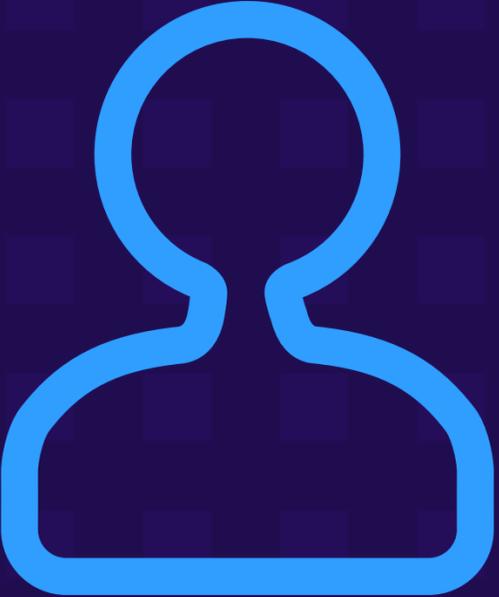
Admost Analytics is full of new advanced features;



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



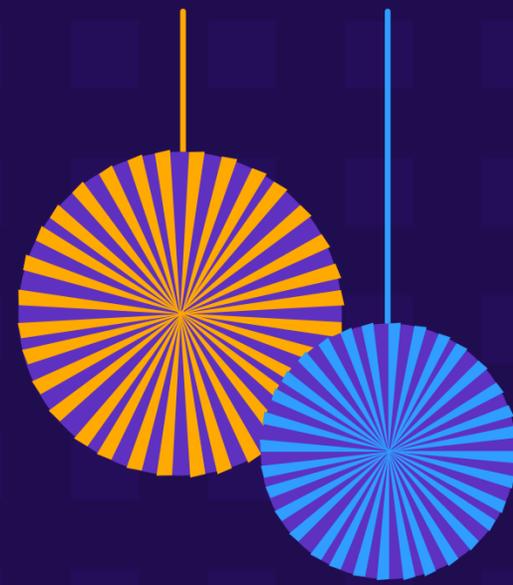
Cross promo between acquainted publishers



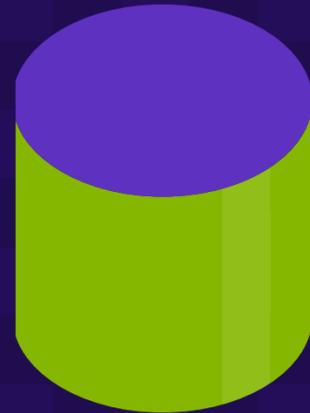
Rollouts
of 2018

Admost Premium Sales

Admost Premium Sales is developed to simplify serving ads without ad server dependence.



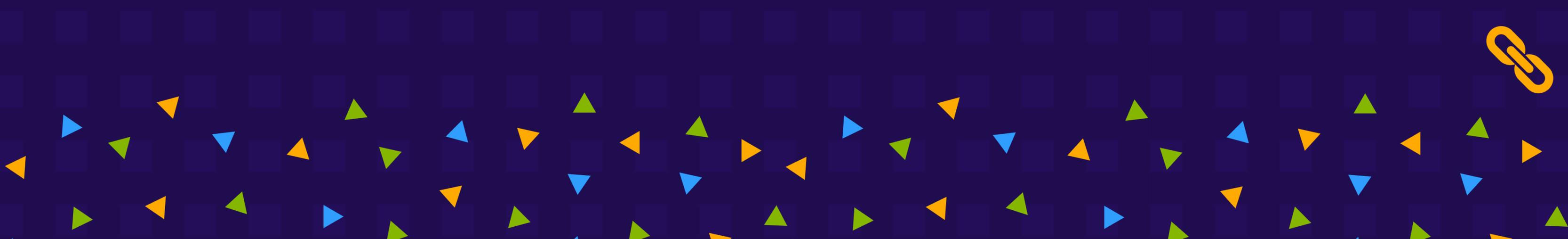
Direct deals



No need an ad server



Increase revenue



Rollouts
of 2018

Admost Tracking Collaboration

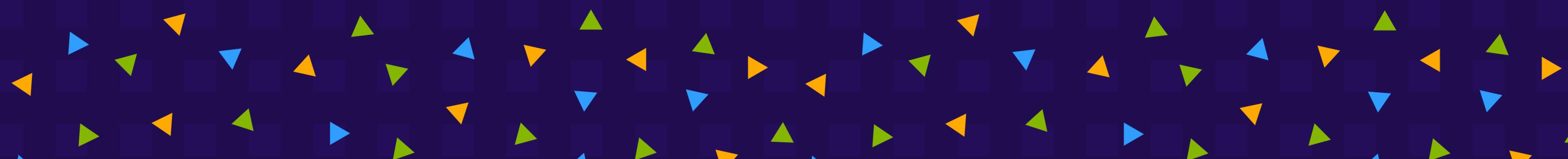
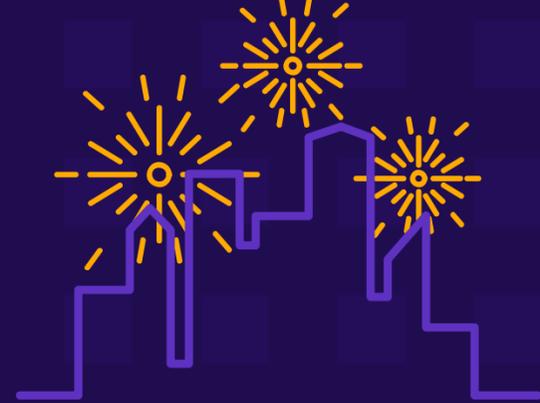
Admost started to work in collaboration with two of the boldest players of the area.



adjust



branch



Rollouts
of 2018

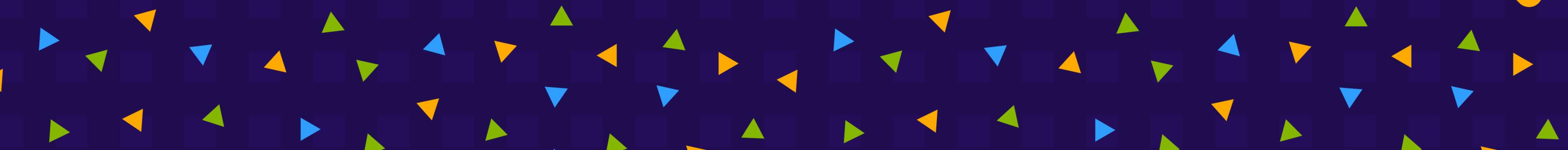
Personalized Waterfall



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





ad  most

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