

ADTECH's Mobile SDK gives you easy access to the latest technology to get you the most out of your in-app advertising.

Mobile SDK

Ensure additional revenue

Everywhere from mobile mail to the explosion of apps, the mobile internet has quickly become a part of daily life – many people don't believe in communication without it. As mobile internet use continues to grow exponentially, advertising on the mobile devices becomes more and more important for your business. The ADTECH Mobile SDK opens up additional sales opportunities by enabling you to monetize the advertising space in your mobile apps quickly and effectively by using the newest standards in the market.

Ad-ready your apps

The Mobile SDK (Software Development Kit) provides you with all of the necessary tools for integrating in-app advertising – for iOS and Android. The kit includes documentation and a sample app which can be used for showcase purposes and for testing along with the program library.

All our awesome mobile features, now for your apps, too

All ADTECH Mobile ad management features will also be available for in-app advertising. Features like inventory management, campaign priorities and frequency capping (see product fact sheet "ADTECH Mobile") will help your revenue grow along with your user base.

Create MRAID compliant rich media ads

The SDK is also fully integrated with ADTECH's state of the art rich media tool and is the first to be compliant to the IAB's Rich Media Standard MRAID 2.0^[1] – allowing you to harness the power of all of the native features in your users' phones including compass, screen rotation and even shaking.

Offline delivery and caching of ads

Mobile users are on the go, so the SDK's convenient caching feature has two great advantages for users wherever they are. Faster ad-load times for best user experience even with bad internet connection and banner delivery even when the user is offline.

Mediation, to ensure you are getting the most

ADTECH's Mobile Mediation solution gives you full flexibility to leverage your non-reserved app inventory through your Network Mediation Partners. We've done the integration work so you don't have to.

Product Values

Supports all standard ad formats in Mobile Apps: Image Ads, Rich Media Ads

MRAID 2.0^[1] compliant – the IAB's Rich Media Standard

Offline delivery

Caching for enhanced user experience

Easy to use for app developers

Integrated solution: Display, Video and Mobile in one platform

Features

Support of apps for:

Apple iOS (Version 3.1.2 and higher)

Android (Version 2.1 and higher)

MRAID 2.0^[1] compliant

Caching & Offline delivery

Full screen overlays with close function

Targeting of app name and Mobile SDK version

Support of additional key values

Ad Refresh for updating the ads after a customizable time period has elapsed

Cross app unique user detection

Mobile Mediation

Pre-made integration of non-reserved inventory mediation partners

ADTECH supports already:

Mojiva, InMobi, Smaato, inneractive, Nexage, Millennial Media

(More on the way – talk to us if your provider is not listed.)



ADTECH product portfolio

Our ad management solution spans the entire workflow of the digital marketing landscape. ADTECH IQ is the core system for the functions and data that are used by all the ADTECH products.



From a single interface you can book display, video and mobile campaigns. Yield optimizations, campaign priority, extremely precise inventory management and highly accurate targeting are also all available in one intuitive interface for every booking type.

Ad management

Order management

Display

Video

Our ad management tool for display supports your ad-ops team by giving you streamlined booking, banner templates and testing.

Mobile

The solution to book ads in online videos as easily as display campaigns – in one intuitive user interface.

Canvas

The solution for campaign management of mobile devices for both websites and apps.

Analytics

A multifunctional and easy-to-use workflow tool for interactive rich media ads.

Order

Our API can already connect most order management systems directly with ADTECH IQ.

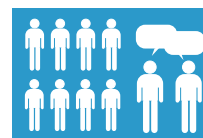
Business intelligence

Analytics

The Business Intelligence tool for the easy and fast analysis of your ad server data.

Simple migration, extensive training and 24/7 support

To ensure that you work effectively with your ADTECH solution from day one, we serve you during migration, intensively train your team and subsequently support you with a personal contact person. Our service teams are located all over the globe to answer all your questions – 24/7/365.



10 languages



around the clock



days of the year

Contact

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