

ADELPHIC MOBILE LAUNCHES NEW PLATFORM



Adelphic Mobile recently announced the launch of its new platform, the Predictive Data Platform. This platform will help companies to purchase mobile advertising and sell advertising at their own pace. The process will be simple and quick. Adelphic actually managed to raise \$2 million in funding for its platform. The funding came from Matrix Partners. Since launching the new platform, marketers have a completely new way of targeting mobile audiences with advertisements. With such an increase in technology, it is important for marketers to know exactly how to reach specific audiences which will ultimately help the companies and brands to do better and make more sales while also earning brand appreciation from the consumers. With the new Predictive Data Platform, marketers no longer have to worry about the difficult challenges that often occur when it comes to buying mobile media and selling mobile media. With this platform, it will be much easier for marketers to do this. The Adelphic Company was founded by Jennifer Lum and Changfeng Wang, both of whom have tons of experience when it comes to advertisements. Both of these individuals have held careers for popular companies include Apple iAd, Nokia, and Enpocket and have gained plenty of experience along the way. The new platform will provide solutions to the marketers and advertisers, enabling them to target and reach the necessary audiences. This platform processes all sorts of data which helps to paint a picture of the different targeted audiences that are reached. The co-founder of Adelphic, Changfeng Wang, says that most people are well aware that data is what helps performance, especially when it comes to mobile advertisements which are why the platform was created in the first place. Wang says that the platform is different than any other platform in existence. Wang also believes that the platform will make a huge impact on the mobile advertising industry. Along with the announcement about the launch of the new platform, Adelphic also announced the funding it received, \$2 Million, from Matrix Partners. They believe that the funding will have the company grow and expand every aspect of the business. A general partner for Matrix Partners has recently joined in as one of the board of directors. His name is Antonio Rodriguez and he believes that funding for Adelphic is very well worth it, especially since the company is so focused on performance advertising, which is definitely important. Adelphic is a technology company, specializing in mobile advertising. It is known for its new Predictive Data Platform as well as the AudienceCube, which helps to deliver technology to advertisers. The company was first established in the state of Boston. Matrix Partners, on the other hand, is a top capital firm, known for its outstanding performance for more than thirty years.

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