

THE RUBICON PROJECT ACQUIRES MOBSMITH



The Rubicon Project is known for being one of the leading digital advertising technology companies in existence and the company has recently made an exciting announcement. The Rubicon Project has now acquired Mobsmith, known for being a mobile advertising platform. With the combination of two companies, one that offers a real-time platform and one that offers mobile solutions, hundreds of different publishers as well as buyers of advertisements will be able to rely heavily on one single marketplace for both the buying aspect and the selling aspect of mobile advertisement inventory. Mobile has become one of the best places for advertising and content in such a short period of time. It is expected that the market for mobile advertisements will only continue to increase, reaching an amount of nearly \$2.7 billion by the end of 2012. And, with such earnings growing and expanding so quickly, it is expected that by 2016, mobile advertisement spending will be at about \$7.7 billion, which is definitely a huge increase. Mobsmith has the perfect components for such advertising because it has the right kind of mobile platform that can easily be used by publishers who are interested in selling ad inventory on assorted mobile devices. The Rubicon Project also helps the publishers but in a different way, enabling them to make a whole lot more money on what they are publishing by optimizing everything. Those who buy advertisements know that they have completely safe access to the inventory, also able to reach an extended audience, which consists of millions of users. With The Rubicon Project's recent acquisition, the new solution will provide the top ad platform available. The CEO of the Rubicon Project, Frank Addante, says that the mobile advertising market needs to have a type of platform that is quite direct and because of this; the company chose to take that opportunity when considering the acquisition. Addante says that the company chose to acquire Mobsmith because they are offering the overall best product they have seen in this type of market and believe that with combining together, they will have the utmost success. In the meantime, the CEO of Mobsmith, Ingrid Lestivo, says that the entire team is very committed to offering only the highest quality products that are compelling to both publishers and to the advertisers as well. Because of this, the company has been able to get many top name customers and continues to strive for perfection. Lestivo says that the company is quite excited about this new acquisition and the opportunity to work with The Rubicon Project, knowing that the teams from both companies will mesh well in getting the job done well and provide the best platform for publishers and advertisers.

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