

PARTNERSHIP BETWEEN AMOBEE AND NIMBUZZ



Amobee

Amobee is the company best known for defining every aspect of mobile advertising. The company has recently decided to partner up with Nimbuzz, which happens to be one of the most popular and fastest growing instant message applications used around the world. The partnership was announced as a way of bringing mobile advertising inventory directly to the advertisers in areas all around the world. Nimbuzz will be using the Amobee PULSE for Publishers, which is a specific platform, as a way of helping advertisers connect with mobile advertising inventory. Advertisers and brands will have much more of an opportunity to deliver the type of advertisements that are more relevant to consumers and are more likely to be enjoyed. The Amobee PULSE for Publishers platform is known for being the best mobile advertising platform in this entire market. This platform was built from the bottom to the top and is used to help bigger publishers with the monetizing of their mobile advertising inventory. By using this platform, Nimbuzz will be able to offer the advertisers relevant mobile inventory advertisements which ultimately will help them to improve in more than one way. And, with the unique mobile inventory that Nimbuzz has to offer, advertisers will be able to benefit with the opportunity of improving their media capabilities, especially when it comes to targeting specific audiences. The Head of Operation for Nimbuzz, Joby Babu, has said, "With Amobee PULSE for Publishers, we can now offer large advertisers and agencies our highly relevant and contextually-rich mobile inventory, giving them access to our desirable 100 plus million users worldwide." He also said, "Nimbuzz's deep understanding of its subscribers provides advertisers with access to valuable behavioral and demographic information, resulting in successful mobile ad campaigns." In the meantime, the COO for Amobee, Mark Strecker, has said, "Nimbuzz offers high-quality mobile inventory on a global scale, which makes them an ideal partner for Amobee." He also said, "The key to making mobile advertising a success for large brands is relevant impressions at scale. With Amobee PULSE for Publishers, Nimbuzz can truly realize the value of their mobile advertising assets." Nimbuzz is known for providing free video calling and voice calling apps, along with messaging apps, allowing the current generation to stay connected with one another. These applications allow individuals to enjoy the luxury of free calls, along with instant messaging and other forms of social networking. Amobee is a company known for its defining mobile advertisements, offering a number of solutions when it comes to advertising on mobile devices and improving the opportunities for advertisers and publishers.