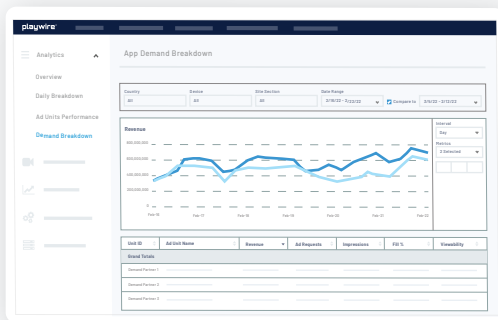


playwire® A BETTER IN-APP HEADER BIDDING SOLUTION

Demand more in-app ad revenue.



REVOLUTIONIZING IN-APP HEADER BIDDING



MORE MONETIZATION SOURCES

Get access to the most comprehensive set of app ad monetization sources on the market, bringing together both brand and performance dollars.

Brand dollars from:

- + Google Open Bidding
- + Amazon TAM
- + Prebid
- + Direct Sales

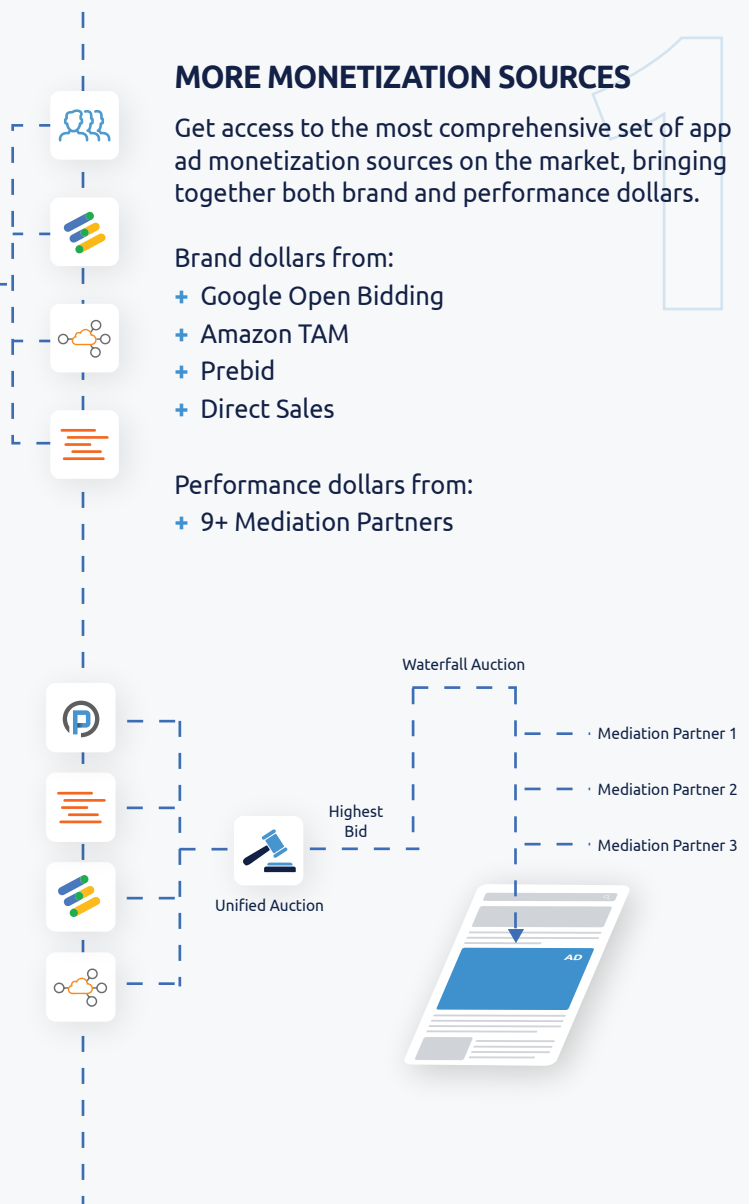
Performance dollars from:

- + 9+ Mediation Partners

CHANGING THE WAY DEMAND SOURCES COMPETE

RAMP's in-app header bidding solution forces mediation partners to compete with header bidding partners in an entirely different way:

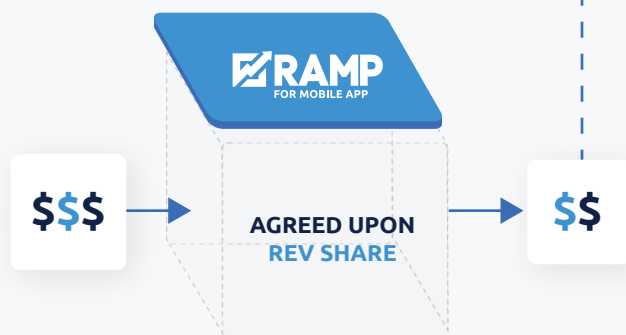
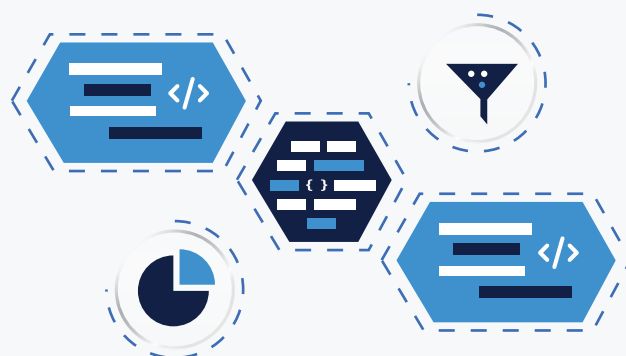
- + Combining a unified auction with the traditional mediation waterfall
- + Driving increased competition
- + Ensuring you don't miss out on higher bids



SIMPLER INTEGRATION & MAINTENANCE

Access to multiple monetization sources without multiple integrations.

- + Single SDK integration
- + Full service management of mediation partners
- + No need to execute an SDK update when we add new demand partners



TRANSPARENT REVENUE SHARE

No more mediation "black box".

Traditional mediation gives no revenue transparency to app developers. With RAMP, you'll get:

- + An agreed upon rev share
- + No set eCPMs
- + Analytics all compiled in a single place, providing transparency in your results

243% INCREASE IN IN-APP AD REVENUE

"We saw results immediately and have seen both premium demand and programmatic revenue from their killer combination of direct sales and full-stack revenue amplification."



David Larkin
Strategy & Business Dev.

