



Tapad and Rubicon Project Launch Automated Global Cross-Device Campaign Solution

01/30/17

NEW YORK & LOS ANGELES--(BUSINESS WIRE)--Jan. 30, 2017-- [Tapad](#) and Rubicon Project (NYSE: RUBI) announced today a new global partnership offering a unified, cross-device campaign delivery solution within an automated advertising marketplace. Tapad is the leading provider of unified, cross-screen marketing technology solutions and Rubicon Project operates one of the largest advertising marketplaces in the world.

The Tapad Device Graph™, which enables buyers to expand their high-value display data signals to associated mobile devices, will be integrated across Rubicon Project's leading advertising exchange and Orders platform, significantly improving consumer mobile reach. The new global partnership will empower Buyers within Rubicon Project's exchange to find and engage audiences across their entire digital experience. Rubicon Project operates one of the world's largest mobile exchanges connecting to approximately 1 billion unique mobile devices globally.

"We're excited to partner with Tapad to continue to provide our customers the very best data for managing their advertising businesses," said Harry Patz, Chief Revenue Officer, Rubicon Project. "Cross-device delivery is crucial for buyers today with more than 81% of internet users currently relying on more than one device for digital access^[1]. Through our partnership, buyers will be able to extend their desktop private marketplace campaigns to mobile, allowing them to find and engage their audience across devices, anywhere in the world. The net result will also benefit sellers; the increase in mobile reach will better position publishers and app developers to strategically capitalize on their inventory, ultimately increasing bid rates and mobile revenue across the board."

"Our partnership with Rubicon Project marks the first time advertisers and publishers alike are able to use cross-device solutions at significant scale outside of Google and Facebook," said Pierre Martensson, GM of Tapad's Data Division and APAC. "Our Device Graph will help Rubicon Project's advertisers make more informed buying decisions and find the audiences who matter most."

Barry Adams, VP of Commercial Development at Bidswitch, said, "As digital advertising moves away from desktop and increasingly toward a mobile-first model, cross device data becomes critical to finding consumers. The rich data buyers will now be able to leverage at scale through the Tapad and Rubicon Project integration will enable us to provide a state-of-the-art cross-screen solution for the 150+ buying platforms that use our service, and the tens of thousands of advertisers they represent."

For more information about Rubicon Project's inventory, please visit www.rubiconproject.com. For more information about Tapad's cross-platform advertising solutions, please visit <http://www.tapad.com/solutions>.

About Tapad

Tapad Inc. is a marketing technology firm renowned for its breakthrough, unified, cross-device solutions. With 91.2% data accuracy confirmed by Nielsen, the company offers the largest in-market opportunity for marketers and technologies to address the ever-evolving reality of media consumption on smartphones, tablets, home computers and smart TVs. Deployed by agency trading desks, publishers and numerous Fortune 500 brands, Tapad provides an accurate, unified approach to connecting with consumers across screens. In 2015, Tapad began aggressively licensing its identity management solution, the Tapad Device Graph™, and swiftly became the established gold-standard throughout the ad tech ecosystem. Tapad is based in New York City, NY.

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company ([RUBI](#)) headquartered in Los Angeles, California.

[1] eMarketer's US Digital Users Forecast, 2016



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Source: Rubicon Project

For Tapad
Haley Dercher, 646-561-6525
haley.dercher@tapad.com

or
For Rubicon Project
Eric Bonach, 310-207-0272
press@rubiconproject.com