



### **Mobile ads jobs continue to boom: AdTech company AddApptr set to expand staff at its Hamburg location**

#### **Hiring qualified staff members**

Hamburg, March 20, 2017

The mobile ad market is booming; German AdTech company AddApptr is keeping step. After opening its London offices in late 2016, the experts for “Mobile Programmatic Advertising” in apps from Hamburg are moving their offices to the shores of Lake Alster. By year’s end, AddApptr will expand its workforce from 25 to 40.

Since its inception in 2012, AddApptr has been a success, while continuing to grow through exclusively organic means and without the assistance of any venture capital. “We are thrilled by the ever-increasing interest from large media companies in our mobile solutions. Mobile advertising is a major growth market and once again in 2017, we are targeting revenue growth of over 100%,” says Patrick Kollmann, founder and CEO at AddApptr.

The recipe for success: AddApptr bundles more than 20 RTB marketplace and advertising networks in its one-of-a-kind meta-RTB solution. With a single integration, large app publishers can reach every relevant mobile advertiser. AddApptr optimizes ad placement for publishers to generate optimum ad revenue. AddApptr customers generate up to 100% more revenue each month.

#### **About AddApptr**

Independently owned and operated, AddApptr is a global mobile AdTech company dedicated to optimizing revenue for its app publishers. AddApptr’s unique solution combines every major programmatic ad marketplace in a single SDK. This meta-RTB solution taps into all the major marketplaces and ad networks to improve ad placement automatically. Furthermore, AddApptr offers its customers a comprehensive and sustainable range of services to ensure seamless ad placement in apps. These services include SDK integration, yield management, account management, complete reporting and billing services, as well as a team of expert contact partners. Thousands of companies have already begun successfully monetizing their apps with AddApptr, including several of the largest publishing houses in Europe. Moreover, as the only exclusively mobile company in the world to receive Google Certified Publishing Partner (GCPP) certification, AddApptr can offer its app publishers access to Google AdX.

AddApptr was founded in 2012 by Patrick Kollmann and Alexander von der Geest in Hamburg and has additional offices in Paris. AddApptr consists of a team of experts with years of experience in the mobile and advertising industry. For further information, please visit [www.addapptr.com](http://www.addapptr.com)



## Press release

### Press

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