



MdotM Adopts AdTruth as App Download Tracking Technology Provider



Customer Profile

COMPANY:

MdotM is the leading performance based mobile demand-side platform (DSP), reaching more than 135 million unique visitors on iOS and Android devices.

HEADQUARTERS:

United States

"With AdTruth's technology, we are able to provide our advertisers with even greater value through unmatched tracking accuracy to drive thousands of app installs every day."

Sourabh Niyogi, CEO, MdotM



AdTruth (a division of 41st Parameter)
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Mobile Web to App Bridging

Leading performance based mobile demand-side platform turns to best of breed device recognition technology to drive accuracy and performance.

Challenge

Numerous issues exist in the mobile ad industry when it comes to tracking consumers: a lack of reliable cookie technology in mobile, the inability to recognize a device across the mobile web and app platforms, Apple's deprecation of the UDID, invasive techniques such as "swishing" that drop an unwanted identifier on a device, and privacy concerns in general. In the face of these challenges, **MdotM recognized it needed a new approach for tracking app events and performance.** The company understood that a universal mobile tracking system that is able to function in any mobile marketing use case, recognize a device - across mobile web and app and maintain the consumer experience - would be required to compete and excel in the market.

Solution

MdotM evaluated a number of approaches looking for a partner able to offer a scalable technology platform, a long-term answer to privacy concerns (including TRUSTe data collection certification) and - of course - the best tracking accuracy and longevity available. **After months of research and live market testing, MdotM selected AdTruth as its universal mobile tracking technology.** MdotM quickly realized AdTruth's web to app bridging capability and best of breed technology was the best and only solution able to meet all its needs.

Result

MdotM began testing AdTruth's technology in December of 2011. By March, the company had integrated AdTruth's universal tracking technology in the MdotM software developers kit (SDK) and made it available to its advertisers. The AdTruth technology is being used by hundreds of advertisers to effectively track campaigns where UDID is unavailable or ineffective. Today all MdotM advertisers - including gaming, social networking and mobile coupon applications are able to take advantage of the AdTruth technology through the MdotM platform to drive thousands of app installs daily.

To learn how device recognition can increase audience visibility and reach visit www.adtruth.com