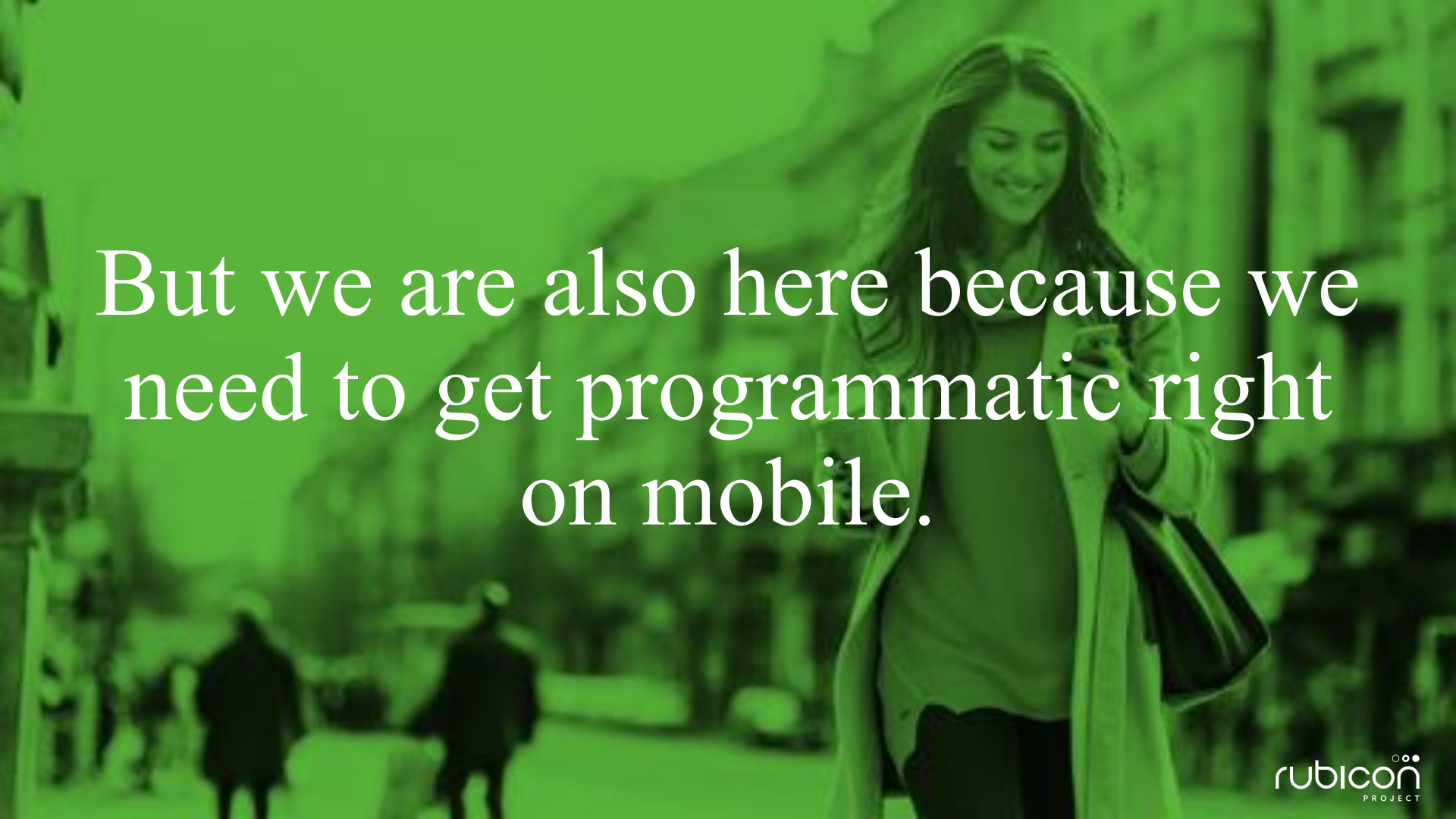
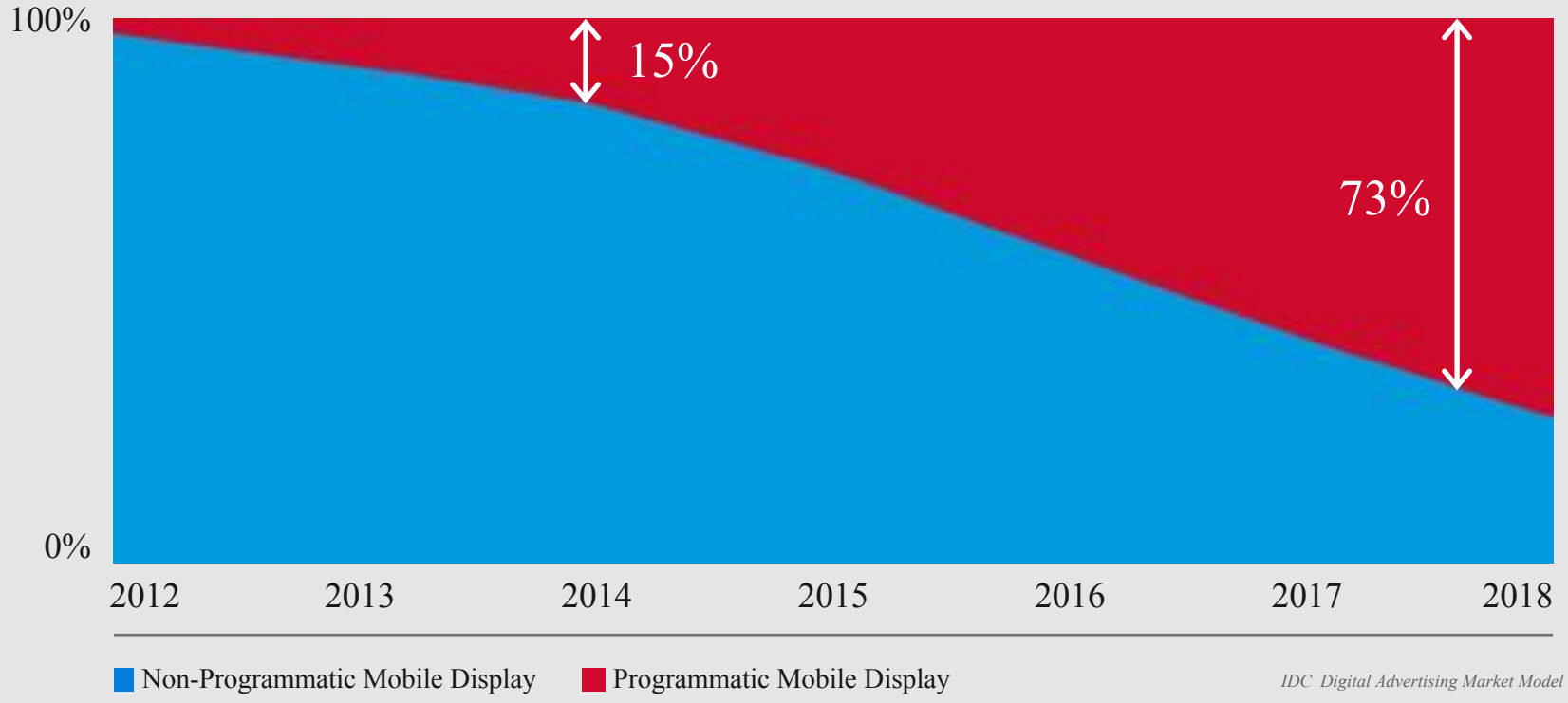

Welcome to the
MMA
Mobile Leadership
Forum
rubicon
PROJECT


We know everyone is on mobile…
that's why we are all here!


But we are also here because we need to get programmatic right on mobile.
rubicon PROJECT

PROGRAMMATIC IS TAKING OVER MOBILE



IDC Digital Advertising Market Model 1Q15

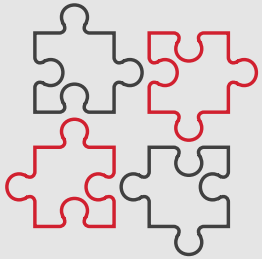
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WHAT ARE THE CHALLENGES WE FACE IN PROGRAMMATIC MOBILE?

MOBILE IDENTITY IS NOT IN SYNC
Device graphing remains a challenge



MOBILE IS COMPLICATED
There is still fragmentation across app inventory



MOBILE IS NOT EASILY MEASURABLE
So much data, what's the best way to use it?



MOBILE IS MORE THAN MOBILE WEB
Users are spending 90% of time in-app

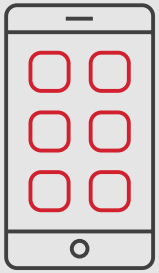


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How will we get there?



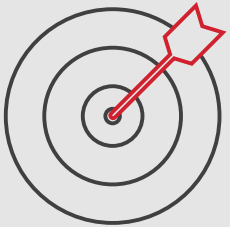
Deliver better creative formats where users opt-in



Make it easy to buy brand-safe in-app inventory



Build on mobile PMPs to give buyers greater control



Harness and leverage data for targeting, buying and attribution



Focus on engaging and delighting the consumer


Welcome!
Let’s define the future of
mobile advertising!
rubicon
PROJECT