Expanding Rapidly!
AddApptr is Growing: The Mobile AdTech Company Will Fill Nine New Positions in Hamburg and Paris This Year

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The first half of 2016 was very successful for the global mobile advertising company AddApptr. Three years after its foundation, the company is growing by more than 100% each year and is highly profitable.

Major app publishers such as TorAlarm GmbH use AddApptr to maximize their advertising revenue and speak highly of the service. Maurice Eisterhues, CEO of TorAlarm, says: "The AddApptr solution has proven itself for us. There is no comparable Meta-RTB solution available on the market."

The AddApptr office in Paris is expanding as a result of this positive development. Pierre Couécou, who previously worked on expanding business in the country as the Business Development Manager for France, has been named Director France and will lead a growing team. This will make it possible to provide even better support for French app publishers.

In Hamburg, AddApptr will add new positions in the areas of Business Development, IT and Key Account Management by the end of the year.

About AddApptr:

The global mobile advertising company AddApptr maximizes advertising revenue for mobile app publishers.

The unique solution combines all of the major programatic advertising markets in one software development kit (SDK). The AddApptr Meta-RTB solution automatically optimizes advertising placement across all major RTB markets and advertising networks.

AddApptr provides easy SDK integration, an easy-to-use dashboard with all of the important KPIs, transparent billing and knowledgeable contact partners.

The AddApptr team is made up of experts with many years of experience in the mobile and advertising industry. The company has offices in Hamburg and Paris.

Hundreds of companies, including some of the largest German media companies, successfully monetize their apps using AddApptr.

AddApptr sets itself apart as the only strictly mobile company that is a Google Certified Publishing Partner (GCPP), thus enabling it to offer its app publishers access to Google AdX.

Addition information can be found at www.addapptr.com, where the SDK is also available for free download.

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