# The future of mobile is programmatic

AppFlood is the leading global programmatic mobile ad platform. Our proprietary technology uses intelligent algorithms to put the right ads in front of the right mobile users so that performance advertisers and brands maximize ROI and publishers boost revenue.

Mobile programmatic's astounding growth

2627% growth

$3 billion

$110 million

2013   2017

Mobile RTB Ad Sales
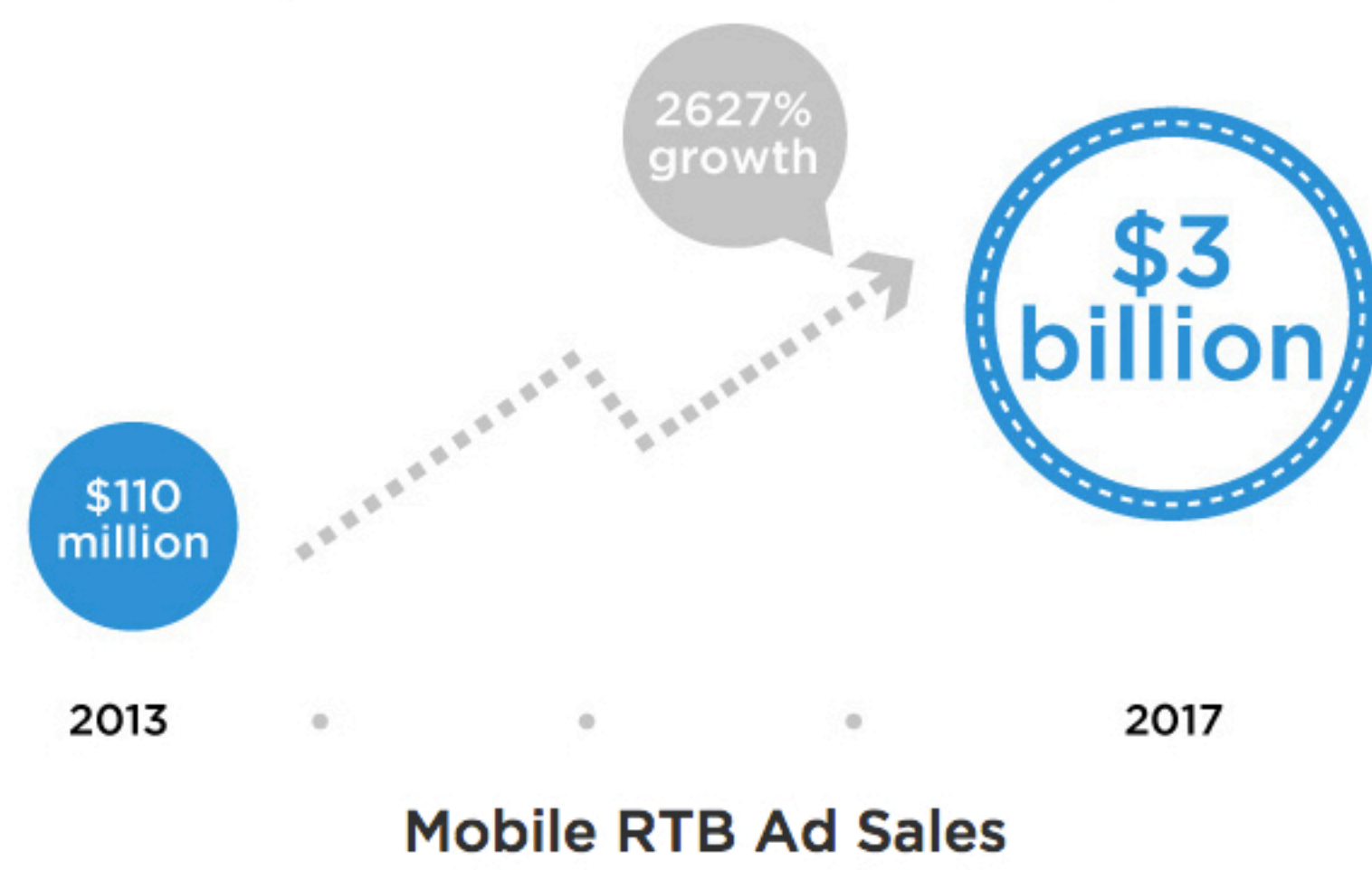
In 2013, 68% of mobile display ads were traded programmatically. By 2017, that figure is expected to reach 87%. Performance advertisers and publishers are rushing to find innovative programmatic solutions that take advertising beyond the traditional methods of serving generic ads to large groups of users with a single bid. AppFlood's sophisticated platform automates the entire process:

AppFlood's innovative programmatic solutions

SmartConvert™ technology accurately predicts the price of user acquisition for each impression to hit CPA targets.

AppFlood's AdMatch Pro™ targets the highest ROI mobile users for every advertiser campaign.

AppFlood creates an automated real-time bidding strategy customized to pay the right price for each user.

Advertisers competing through the real-time bidding marketplace means publishers are guaranteed to get the highest revenue possible for each individual impression.

GET STARTED NOW

Programmatic platform for user acquisition

Global users at scale

By joining AppFlood you connect to a global supply network of more than 82,000 apps in 150+ countries. That's hundreds of thousands of users around the world.

Focus on quality

AppFlood's programmatic media buy technology is designed to target your ideal mobile user at the lowest possible CPA. Our expert team also manages cost-effective user acquisition through Facebook media buying.

CPA driven campaigns

AppFlood guarantees your CPA goals to hit positive ROI, eliminating advertiser risk. We analyze incoming traffic to understand and acquire the highest paying users at your desired volume, guaranteed.

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Tap into massive global demand from China

China

As the largest global mobile RTB platform from China, AppFlood can help premium publishers get more money for their undervalued or unused Chinese traffic. We have an experienced local sales team in Beijing and established relationships with top Chinese companies like Baidu and Kingsoft. AppFlood's programmatic technology guarantees low latency between East and West.

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Brands: the world is on mobile

Your audience is mobile

84% of mobile users say they could not go a day without their device. This constant mobile engagement of today's consumers gives brand advertisers an unprecedented opportunity to connect with an audience wherever they go.

Mobile-first

AppFlood knows the mobile experience. We are, and always have been, a mobile-focused company and we have the technology and expertise to get your ad in front of your ideal mobile audience in the most engaging and effective way.
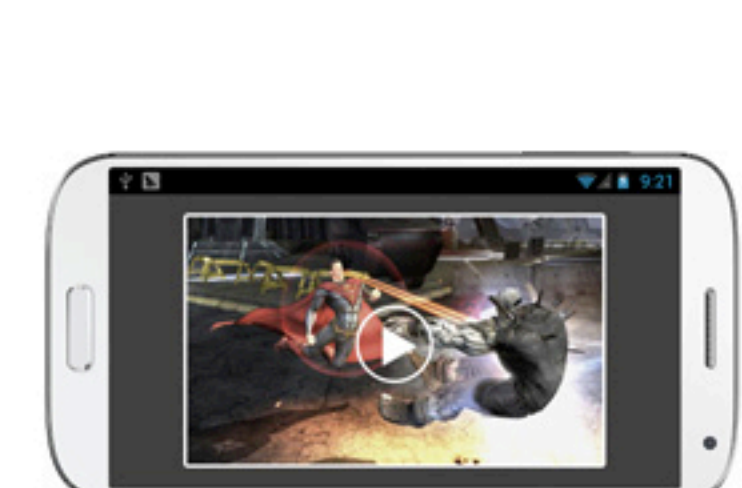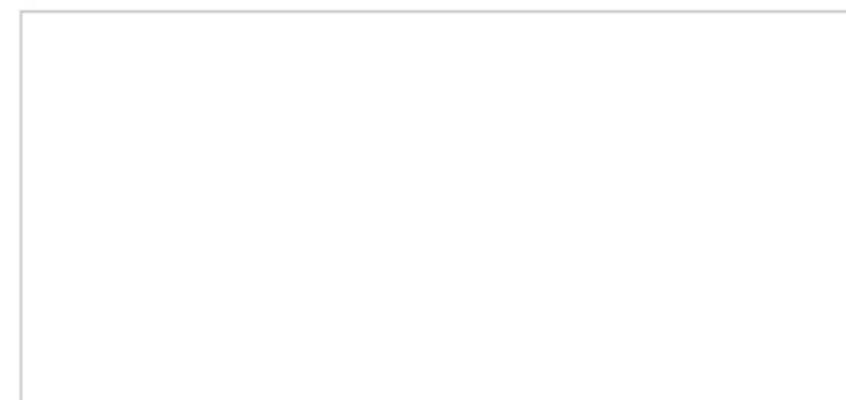
Engaging creatives

AppFlood's innovative rich media and video ads are as visually appealing as a TV ad, but offer greater engagement and interaction with audiences. Mobile allows advertisers to target individuals valuable to your brand based on a variety of data points.
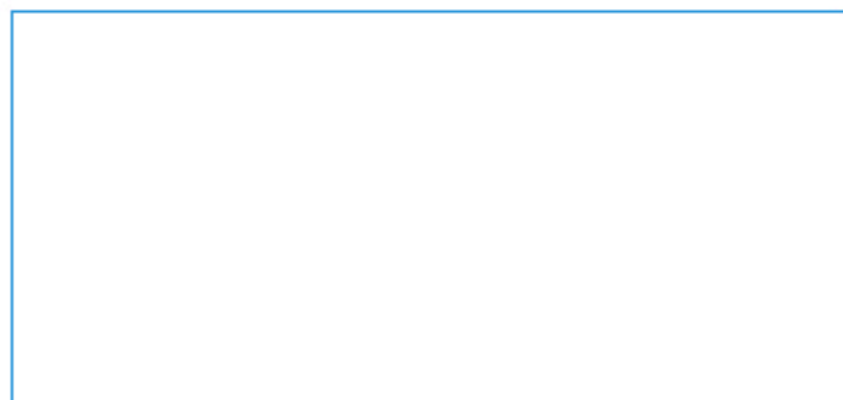
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From our blog

AppFlood patents new mobile programmatic technology for performance advertising

AppFlood Global Mobile Android Advertising Insights Q3 2014

AppFlood at Pubcon Las Vegas (October 6-9)

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