

Clickky AdExchange API is Now the World's Largest Real-time CPI Marketplace



Odessa, March 3, 2016

The Clickky AdExchange API has grown to 30,000 ad campaigns daily, the largest real-time CPI marketplace in the world.

The Clickky AdExchange API is the ultimate resource for mobile publishers looking to monetize their products through CPI offers. It provides the ability to receive mobile offers from leading global networks through a single, easily-integrated API. The Clickky platform has an eCPM prioritization algorithm, which provides mobile websites the best eCPM possible. A centralized reporting system enables publishers to track their earnings across campaigns. The Clickky AdExchange API provides an in-house fraud protection solution that enables auto-detection and blocks low CR campaigns. Publishers also have the ability to sell their own inventory on the same platform.

AdExchange API benefits:

- Over 30,000 mobile offers in one API
- Global coverage – the Clickky AdExchange API works with traffic and offers from over 50 top mobile ad networks from all over the world
- A single, easily-integrated API
- eCPM prioritization helps increase the profit from mobile traffic
- Dedicated professional support

Clickky launched the AdExchange API in August 2015 and quickly scaled it up from 5,000 to 30,000 mobile ad campaigns. Now, mobile web publishers can access over 30,000 mobile ad campaigns at once.

“Our main goal is to provide our clients with the best solutions possible. The Clickky AdExchange API has grown significantly since its launch, and now even more publishers and advertisers can experience the benefits of working with it. Becoming the biggest real-time CPI marketplace is a great achievement and we are proud that we rose this high. When creating new solutions, we always keep the needs of our customers in mind, and we believe that the Clickky AdExchange API will become an excellent tool for reaching business goals,” shares Valentin Bondarchuk, Clickky’s CRO.

For more information about the Clickky AdExchange API, visit <http://clickky.biz/>.

Clickky

Clickky is one of mobile advertising leaders in the Eastern Europe which provides a wide range of monetization instruments for mobile app and mobile web publishers. The company was founded in 2013 in Odessa, Ukraine.

Currently, Clickky has 4 offices in 3 countries, more than 80 employees and clients from all over the world. The platform generates over 20,000 ad campaigns daily and delivers over 150 million clicks every month.