



## Apple Taps Rubicon Project to Help Power iAd's Adoption of Automated Advertising

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*Leverages Industry-Leading Direct Order Platform to Bring Premium Buyers to 250,000+ Apple iOS Developers Worldwide*

LOS ANGELES--(BUSINESS WIRE)-- [Rubicon Project](#) (NYSE: RUBI), a leader in advertising automation with one of the industry's largest independent real-time trading platforms for the buying and selling of advertising, today announced that it has been selected by Apple along with several other advertising technology companies to help power [iAd's](#) adoption of automated advertising for Apple iAd's 250,000+ mobile developers.

The selection brings Apple's array of mobile apps to Rubicon Project's industry-leading direct order automation platform, forming an open marketplace for the buying and selling of iAd inventory. This automated marketplace makes it easy for advertisers to buy audiences across Apple's mobile app inventory via Rubicon Project's global exchange.

"We're thrilled to have been chosen by Apple to help bring automation to iAd's direct order business and to provide access to premium mobile buyers from around the world," said Gregory R. Raifman, President, Rubicon Project. "We look forward to providing buyers with access to iAd's unprecedented audience targeting capabilities and our full-stack direct order automation solution."

Apple's iAd provides 400+ targeting options to advertisers, based on hundreds of millions of validated iTunes accounts worldwide. This rich first party data asset makes it easy for buyers to target the specific mobile audiences of their choice, be that moms, business travelers, golfers, opera fans, etc.

Rubicon Project's mobile advertising features are an essential part of its end-to-end automation solution to manage the buying and selling of digital advertising across all sales channels and all screens for display, mobile and video formats.

More information about Apple iAds is available here: <http://advertising.apple.com>

### **About Rubicon Project**

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. [www.RubiconProject.com](http://www.RubiconProject.com) @RubiconProject

**#Automation #Excellence #CultureMatters**

Source: Rubicon Project

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