



NEW Instagram Support



Engage with consumers and maximize lifetime customer value in one of the most popular and fastest growing mobile publishers



Streamline campaign launch, management and optimization with programs integrated with your existing mobile efforts

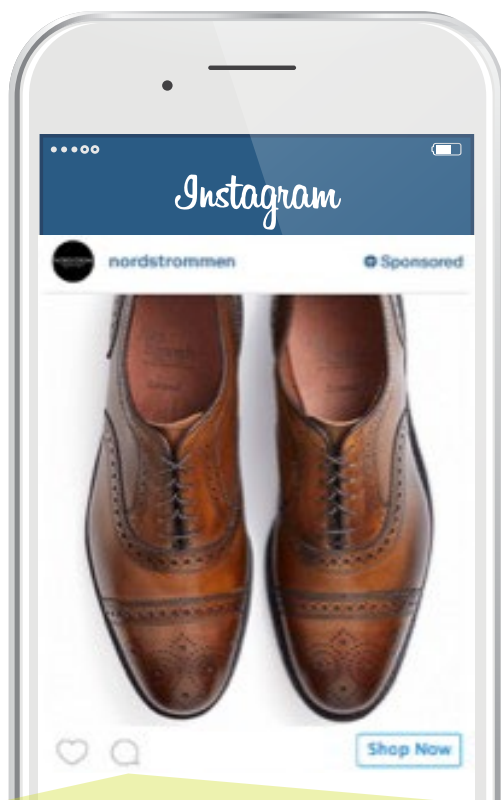


Drive results with new placements using intuitive workflows and advanced algorithms



Simplification & Efficiency

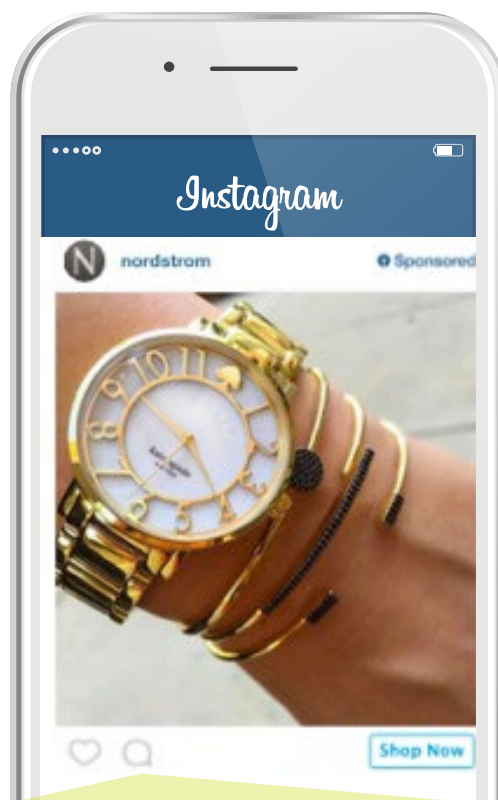
Launch and manage ads across publishers with ease and reduce setup time by leveraging your existing Facebook or Kenshoo pixel



- Zenlife** Leverage the same simple ad creation flows for Instagram #namaste
- Bullseye** Easily segment audiences to reach high value consumers 🎯
- Pixilator** Use existing Kenshoo or Facebook pixel for quick launch 🚀

Improved Performance

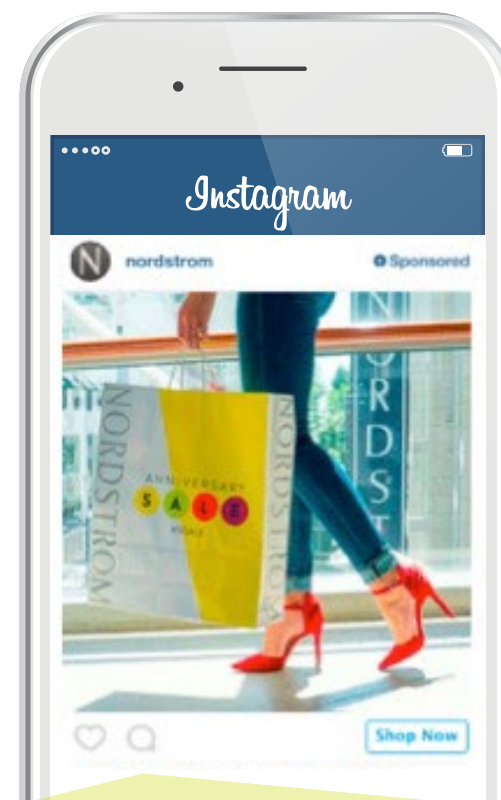
Turbo-boost your results on Instagram by using Automated Actions, Portfolio Optimization, Creative Refresh, and more



- OMGoCPM** Leverage social portfolio optimization to adjust bids and budgets throughout the day to achieve your goals #cuttingedge
- AutoPilot** Save time and improve productivity by scheduling custom intraday optimizations in advance ⌚
- RefreshPrince** Fight ad fatigue by refreshing images and videos with a few simple clicks 🔄

Instant Setup

Track across channels and weigh each interaction in the customer journey.



- MadAdMan** Analyzing my Facebook & Instagram campaigns in one place makes me go from 🤖 to 😊
- MCAttribution** Optimize more intelligently for each interaction by applying an attribution policy across search and social #CanMultiTouchThis