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Greystripe Sells Out Advertising Inventory, Shows Brands Are Ready to Get Immersed in Mobile Advertising

Greystripe sells out ad inventory for third consecutive month since iAd announcement while doubling inventory

(SAN FRANCISCO) – July 21, 2010 – Greystripe, the leading independent mobile ad network, sold out its advertising inventory in June. This is the third consecutive sold-out month for Greystripe since Apple announced their entrance into the mobile advertising market with iAds in April. Over the same three-month span, Greystripe’s advertising inventory from applications on iPhone and Android more than doubled. Greystripe’s success highlights increasing interest in cross-platform, interactive, rich media mobile advertising for brands.

Greystripe’s iAd-like rich media “[Immersion Ads](#)” have seen growing interest and repeat buys due to incredible results for advertisers. On a recent campaign, [Buick LaCrosse](#) saw a 21 percent lift in brand awareness and a 35 percent lift in purchase intent. Buick is already working on their next campaign with Greystripe. Other companies who have achieved great results with the Immersion Ads include Burger King, Axe and Kia.

“The ongoing popularity of Greystripe’s advertising network is indicative of the increasing interest in immersive mobile advertising by brands and consumers,” said Michael Chang, Greystripe CEO. “With the proven success and effectiveness of these campaigns with users, we will continue to see more and more brands launch these kinds of interactive mobile campaigns.”

Advertisers are not alone in seeing great results from Greystripe. Due to Greystripe’s success in filling over 99 percent of all advertising requests, developers in the Greystripe network are earning revenue at every opportunity. This is significantly higher than preliminary information from an iAd developer who reported a fill rate of about 35 percent.

Greystripe has created a platform that enables it to successfully sell out of inventory every month. The platform consists of its direct sales team, and reseller partnerships with companies such as MTV Networks and Tribal Fusion. These partnerships have allowed Greystripe to seamlessly scale its advertising sales while delivering high eCPMs for its developer network. With Greystripe, developers have the freedom to take advantage of its high value Immersion Campaigns, without sacrificing 100 percent fill.

About Greystripe

Greystripe is the world's leading independent mobile advertising network. Greystripe delivers the highest engagement for advertisers, the maximum revenue for publishers and app developers, and the best ad experience for users across all major mobile platforms, reaching tens of millions of mobile users.

Greystripe's proprietary advertising platform currently serves ads into more than 2,500 application titles, supporting over 1,400 handset models globally.

Greystripe was named the E-Tech CTIA award winner for the Mobile Marketing/Mobile Advertising category in 2009, AlwaysOn OnMedia 100 winner in 2009, AlwaysOn Global 100 winner in 2008, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006.

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