



The quality of performance

## What Instal.com is

Instal is a mobile user acquisition network for publishers and advertisers. Instal provides mobile technical and marketing solutions for developers, publishers, agencies and advertisers. Our focus is on games and apps.

Instal helps advertisers acquire loyal users from a 100% non-incentivized, worldwide traffic, paying only per instal.

Publishers can earn from their traffic thanks to various worldwide offers, get an impressive 100% fill rate and obtain fast payments.

## Instal's Numbers?

2000 Certified **Publishers**

50 **Ads format**

10M Generated App **Installs**

150 Covered **Countries**

20 **Employees**

## When Instal was founded?

Instal was born in 2013, founded in the ecosystem of technological development of Nana Bianca in Florence, Italy.

Instal launched in Berlin, Germany, its second office on December 2015.

## Technology

Instal focuses are mobile apps and games, it has built/ created its technology to support advertisers to acquire loyal users from a 100% non incentivized, worldwide traffic, paying only per certified installs and publishers to maximize their revenues through its optimization algorithm and a 100% fill rate. That means that advertisers completely cancel the conversion risk and publishers can optimize their revenues.

Instal believes in innovation which is why we recently developed and launched for our advertisers and publishers: a Native SDK, updated API, S2S, optimization algorithm, Analytics tool and new ad formats all made by the Instal.com team.

## I need more info about Instal?

Send an email to [press@instal.com](mailto:press@instal.com).

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