# MFX PROGRAMMATIC

Our solution provides transparent and brand-safe in-app video, in-app display and CTV inventory at large scale, and easily accessible through most major DSPs and via oRTB integrations.



## MFX Programmatic Capabilities

### Quality Supply & Brand Safety

Ensure your media is running on premium inventory via MobileFuse's direct publisher relationships.

- Direct-to-Publisher, SDK connected In-app Display, Video, Native and CTV supply

- Large Scale In-appVideo with 85%+ completion rates performance

- PII Compliant Determinist first party data

- PMP's with Higher Priority over the open exhange

- Premium Inventory Access based on agency generate demand

### Supply Path Transparency

**88%+**
Average Viewability
DV DoubleVerify

**<1%**
SIVT Fraud
FORENSIQ Verified Valid Traffic

**191MM+**
Unique Visitors
comscore

**Top 3**
on Pixalate's Mobile Seller Trust Index
pixalate

**Native**
In-app Supply at Scale

**Top Ranked**
Supply Path Exchange
JOUNCE MEDIA

**TAG Platinum Certified**
Certified Against Fraud & Malware, Brand Safety Certified
tag TRUSTWORTHY ACCOUNTABILITY GROUP

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contact: sales@mobilefuse.com

# mobilefuse

## MobileFuse SDK

The MobileFuse SDK has seen massive publisher adoption and offers industry leading brand focused capabilities vs the standard in-app performance focused SDKs.

| Features | mobilefuse | Other SDKs (X if not typically present) |
|---|---|---|
| Standard IAB Units | ✔ | ✔ |
| Unique Video Units | ✔ | ✖ |
| MAID (when available) | ✔ | ✔ |
| LURL | ✔ | ✖ |
| Location (when available) | ✔ | ✖ |
| OMSDK | ✔ | ✖ |
| MRAID | ✔ | ✖ |
| UID2.0/RampID | ✔ | ✖ |
| Native | ✔ | ✖ |

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## Persistent Alternative ID Support

MobileFuse is committed to user privacy and supports the following identity solutions:

**LiveRamp**       **Unified iD 2.0**

## MFX Pre-bid Location & Audience Targeting

### Audience Data
Leverage deterministic data of relevant mobile apps and 3rd party data (DLX, Liveramp, BlueKai, etc.) to target a brand's audience.

### 1st Party Location Data
Bid on pre-filtered lat/long impressions collected from our publishers that have access to GPS signals, in order to geofence defined locations (Airports, Offices, etc.) or to drive and track users within a POI (Starbucks, Car Dealership, etc.).

### LIFTS (Location Frequency & Time Spent)
Target your audience based on a combination of historical location, frequency of visits, and time spent at a specific location.

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