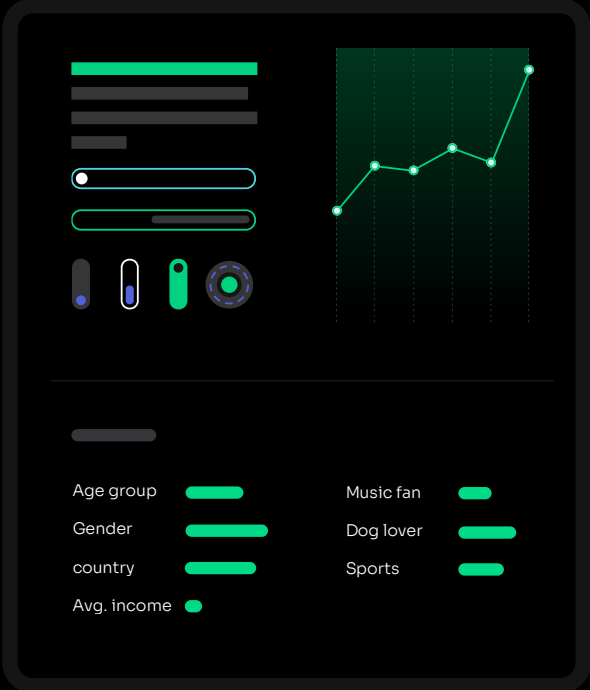


Media Solutions

Reach your audience and drive results with Start.io

Start.io is a mobile marketing and audience platform. Start.io (formerly StartApp) empowers the mobile app ecosystem and simplifies mobile marketing, audience building and mobile monetization. Start.io’s direct integration with over 500,000 monthly active mobile apps provides access to unprecedented levels of global first-party data, which can be leveraged to understand and predict behaviors, identify new opportunities and fuel growth.



500K

Monthly Active Apps

2.4B+

Monthly Active Users

220M+

Monthly Active U.S. Users

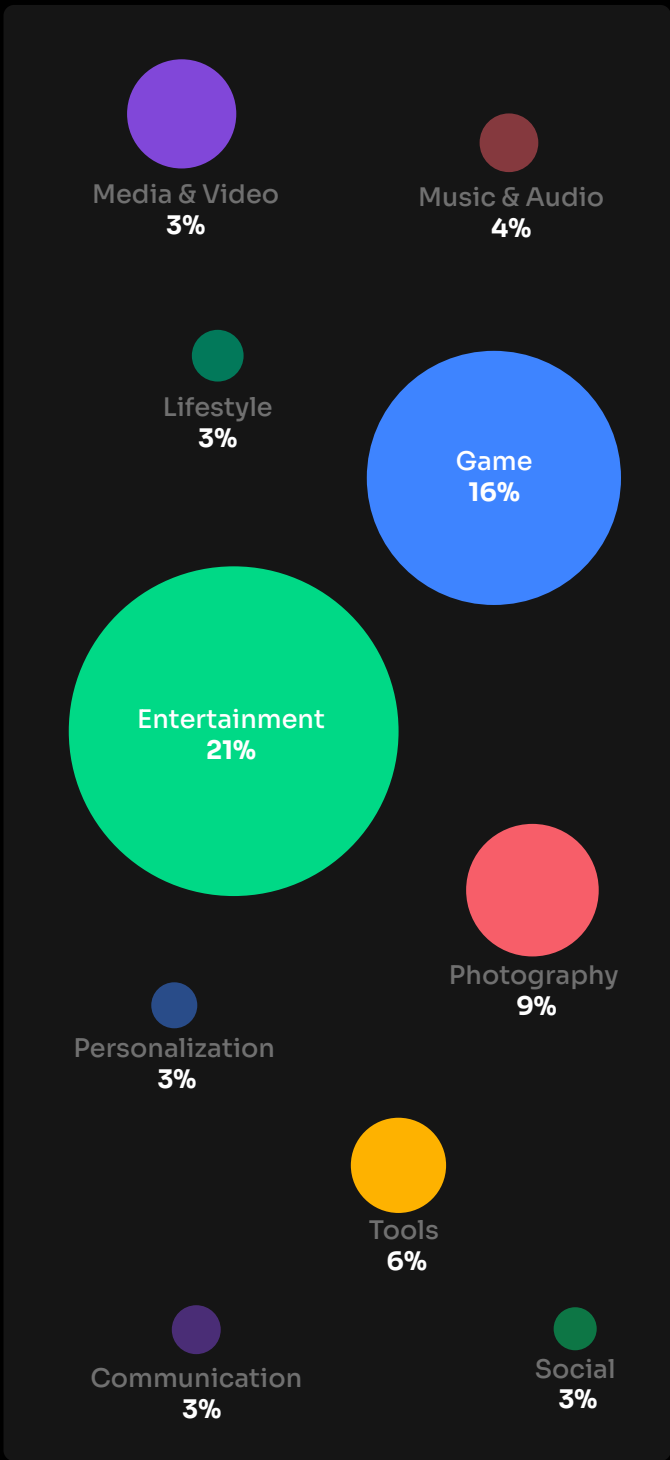
30B

Daily Data Signals

30K

New App SDK integration monthly

Top app categories

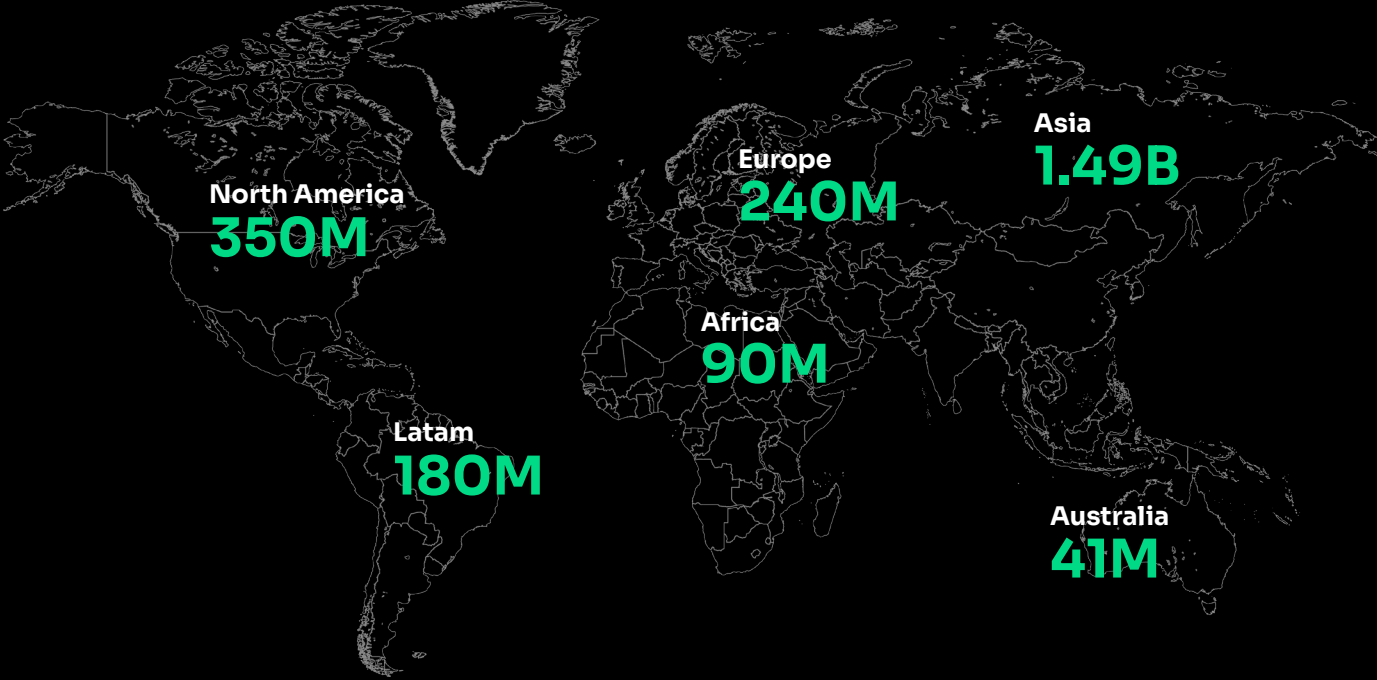


Audience Capabilities

Using mobile device signals, we create audience segments that maximize KPIs. Our signals include:

DEVICE	
Make	Model
Language (device & keyboard)	Device Type
OS (and version)	Bluetooth connected devices
IP	User Agent
NETWORK	
Sim MCC/MNC	Cell MCC/MNC
Signal Level	Connection Type
Roaming Flag	Network Type
LOCATION	
Lat / Long	Horizontal Accuracy
APPS	
Installed apps on device	Date installed
Date uninstalled	

Global reach (MAUs)



Viewability measurement and audience verification

MOAT IAS Integral Ad Science DV DoubleVerify pixalate ge*edge nielsen