



Zynga Joins Forces With Rubicon Project for Exclusive Launch of Premium Programmatic Direct Advertising

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Rubicon Project Debuts FastLane Header Bidding Solution for Desktop, Mobile and In-App Content Creators - Publishers Experience Triple Digital Growth In CPMs

LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI) today announced that the next generation of its header bidding feature, FastLane, has gone to market following triple-digit CPM rate increases seen by initial users on the desktop platform during its beta launch this fall. Building on this success, FastLane has entered beta testing for in-app advertising, marking the industry's first and only header bidding solution available for both in-app mobile and desktop inventory covering the entire ecosystem.

Rubicon Project first innovated header tags with the release of its Real Time Pricing feature in 2012 and announced its next iteration in October, FastLane. Desktop publishers have experienced CPM rates increase of up to 300% versus standard tag implementation. More than a third of the US comScore top 50 publishers have selected to integrate the FastLane header tag and the company expects substantially all of its top desktop and mobile publishers to be live on FastLane in early 2016.

"Premium publishers and the top mobile app developers have struggled to achieve the robust pricing that desktop inventory commands, even in the highly-curated inventory packages they offer in mobile private marketplaces," said Joe Prusz, Head of Mobile, Rubicon Project. "As the only header bidding solution in the market today for both desktop and in app inventory, FastLane for Mobile Apps empowers publishers and app developers with the pricing intelligence they need to command premium pricing for their mobile audiences -- increasing fill rates and spurring the growth of mobile CPMs -- across both open auction and mobile private marketplaces."

"Publishers and mobile app developers alike are constantly looking for ways to improve the campaign performance for their marketers and maximize their ad inventory -- with FastLane they are provided a simple, automated management solution that increases managed revenue and CPM rates," said Kaylie Smith, Head of Seller Cloud, Rubicon Project. "We have been in the header bidding game for quite some time, blazing a trail with the industry's first header bidding solution in 2012, which is why we are so excited to announce this completely new and reinvigorated iteration. FastLane is truly the future of header bidding, representing an efficient and effective way to allow demand to compete to bring the highest value while delivering the best ad experience for the consumer."

Header bidding enables publishers to unify the auction for each impression they show. Today, the ad serving waterfall breaks the auction down into multiple mini-auctions, leaving potential revenue on the table. Rubicon Project's FastLane Header Bidding solution is a significant step forward in a planned series of evolutionary innovations to provide publishers a unified solution for holistic yield management, allowing publishers to efficiently manage all of their partners, and maximize the value of their audiences while helping buyers identify and engage the same person across multiple devices.

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.

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Source: Rubicon Project

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