Magnite

xAd Integrates with Rubicon Project to Power Industry Leading Location-Based Mobile Private Marketplaces

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Empowers Advertisers to Reach and Acquire High-Intent Consumers Based on Real-Time Location and Offline Behavioral Data

xAd, the global location marketplace, has integrated with Rubicon Project (NYSE: RUBI), a global technology provider leading the automation of advertising, to power its industry leading location-based private marketplaces. By integrating with Rubicon Project's Exchange API, xAd makes it easy for hundreds of programmatic buying platforms and tens of thousands of advertisers to reach 300 million unique mobile consumers across more than 12 million verified business locations through location-powered private marketplaces.

In addition, xAd's location-enabled mobile app and publisher inventory can now be made available to buyers through Rubicon Project's Orders platform, which automates direct deals and makes it easy for buyers to execute all of their campaigns across mobile, desktop and video.

"The personalized nature of mobile devices arms marketers with insights on consumer behavior as it's happening. By leveraging accurate location data, advertisers can reach consumers where and when they are most receptive, delivering a more relevant and impactful experience," said Dan Hight, Head of Platform, xAd. "Today, we're excited to make that opportunity available to a new roster of premium advertisers via Rubicon Project's private marketplace platform."

xAd's technology verifies location data signals for accuracy and validates the physical location of the signal in less than 80 milliseconds, providing marketers with thousands of targeting options based on proximity, audience attributes, and much more. With more than 300 billion mobile impressions available monthly, 300 million unique mobile devices each month globally and 12 million location polygons within its platform, xAd makes it easy for buyers to aggregate location-based audiences, such as travelers, auto intenders, grocery shoppers, or quick-serve restaurant (QSR) loyalists into custom private marketplaces, seamlessly and at scale.

"In addition to building brand awareness, advertisers look to mobile devices to achieve conversion or incentivize loyalty both outdoors and at the point of sale," said Joe Prusz, Head of Mobile at Rubicon Project. "Together with xAd, we're giving advertisers the reach and precision they need to scale these efforts around the world in private marketplace environments."

For more information on the xAd Marketplace visit: http://www.rubiconproject.com/buyers-get-started/. To learn more about xAd's programmatic solutions visit: http://www.xad.com/programmatic/

About xAd
xAd is the global location marketplace that uses the context of location to create meaningful mobile advertising experiences. Our patented technology platform identifies where someone is or has been with precision and at scale, enabling marketers to use these insights to drive in-store traffic and sales. xAd's global location marketplace allows nearly 1 million advertisers to reach 300 million unique devices in 300 billion mobile moments each month. Connect with xAd at http://www.xad.com, Facebook, Twitter and LinkedIn.

About Rubicon Project
Rubicon Project (NYSE:RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. http://www.RubiconProject.com @RubiconProject

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