



The quality of performance

## What Instal.com is

Instal.com is a worldwide mobile monetization platform focused on Apps and Games. The proprietary and certified technology, totally developed internally by its engineering team, is designed to offer both Media Partners and Developers top level services in terms of premium product design and customized scalable technologies. The business model is based on CPI (Cost per Install) that optimize performances both for Publishers and Advertisers.

## Instal's Numbers?

With more than 3.000 publishers, Instal is actually operating in 200 countries, counting +500 daily ADV campaigns coming from top advertisers with a turnover constantly increasing every month.

## Who we are

Instal is composed by developers and professionals coming from 4 different continents with a wide experience in mobile advertising. The company offices are located in Florence, Milan and Berlin.

## 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).

### **INSTAL**

**VIA IPPOLITO PINDEMONTE 63  
50124 FLORENCE, ITALY**

**T/F +39 0552337437**

**WWW.INSTAL.COM**

