We Deliver Audiences, Not Sites.
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What does that mean?

Gain superior results and engagement with personalized mobile solutions from UpSnap. Over the last 10 years we’ve built a proprietary analytics database from multiple channels and devices, capturing more than 350 million data-rich consumer profiles. Through our exclusive database we select the ideal target audience for your brand, individual by individual at incredible scale.

Once the target audience is defined, we leverage our innovative cross-channel and cross-device creative suite and owned technology platform to develop custom campaigns to drive desired results. Our profiling technology delivers your message across enormous mobile assets spanning direct publisher integrations and SDK integrations. At UpSnap we have access to 100 billion mobile impressions a month. With our proprietary technology and consumer database we truly provide the right audience, right message, right place and right time — not just sites.

Reach
100 Billion Mobile Impressions per Month

Targeting
Proprietary Analytics Database with 350 Million Data-Rich Consumer Profiles

Results
Real-time Reporting & Optimization with UpSnap’s Exclusive Technology

Clients
Just a few of our key clients:
Reach

100 Billion Mobile Impressions Per Month.

Network wide, UpSnap has access to 100 billion impressions a month. Our inventory comes through direct publisher relationships, ad network partnerships and integration with the largest exchanges. This gives us access to inventory across all verticals including entertainment, gaming, social, local and sports.
Data & Audience

UpSnap has developed a proprietary analytics database of more than 350 million consumer data profiles that can feature nearly 300 data attributes each. The platform has unparalleled capacity to learn thereby optimizing ROI. Our algorithms analyze productivity and recommend revisions based on audience criteria. The ad campaign message and budget distribution are quickly and easily adjusted and refined in real time to target the mobile clients based on who they are, what they want and where they are in the buying funnel.

1st & 3rd Party Targeting

UpSnap’s location observation technology processes inventory from the largest mobile exchanges to build out our device location data set. Additionally, UpSnap works with select data partners including Factual and Placed to provide attribution and relevancy to ad inventory and campaign impact.

Demographic targeting and reporting is traditionally done through UpSnap’s proprietary data set that combines impressions context data over time, household data and census block data to create modeled profiles. In addition to our 1st party data, UpSnap has relationships with the major vendors in the data marketplace, including Peer 39, Sales Spider, V12, and Lotame.

Targeting Features

Dayparting | Carrier | Device
Demographic | Geo-Targeting | Behavioral
Snalytics

The same technology used in real-time campaign optimization powers the UpSnap reporting systems. Through our customizable reporting UI, clients on the platform have access to the same real-time insights that our ad operations team is using to ensure successful optimization of each campaign based on your KPI’s. Reporting on impressions, installs, clicks, and secondary engagement including phone calls is always available, always in real-time and always standard. If there are other components you need to measure, UpSnap can build a UI just for you. Our transparency on your KPI’s ensures alignment of client objectives with campaign strategy and real-time optimization on ROI.

Case Studies

Quick Serve Restaurant

Campaign Goal
- Leading QSR in over 200 countries came to UpSnap for a campaign promoting fish sandwiches during Lent.

Solution
- UpSnap designed branding messages aligned with the national campaign.
- The initial program consisted of an audio teaser, opt-in, and an SMS to a unique URL.

Results
- The initial UpSnap two week promotional program brought 375,000 impressions. Two years and 17 campaigns later, UpSnap has been able to create 23 million impressions, and a conversion rate of 1.22% CTR in targeted DMA’s.

Financial

Campaign Goal
- UpSnap was contracted for a campaign focused on messaging in 10 Latin American countries to secure more than 8 million impressions in targeted US DMAs.

Solution
- Emphasis was on matching native voice and dialect for correct target audience among the different countries.
- UpSnap also built a custom location finder for picking up money transfers in Latin American countries.

Results
- UpSnap provided custom reporting per DMA, used internally for demonstrable rise in usage in each market based on the buy in each DMA.
- UpSnap’s expertise in location finders, language and dialect as well as reach and quality have driven a long-term relationship.