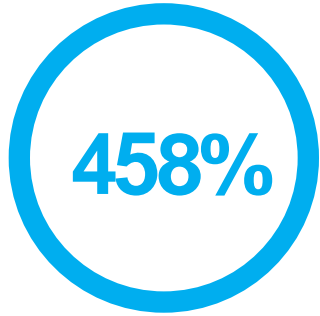


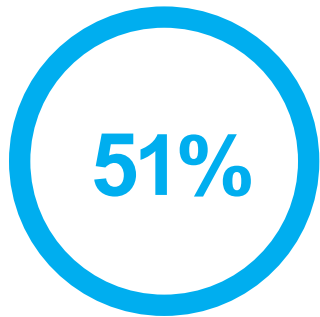
ONE BY AOL: MOBILE DRIVES 4X REVENUE

With a million downloads in six months, Audiomack's cross platform app is *the* destination for artists to share and fans to discover the latest music

audiomack



Increase in revenue



eCPM uplift

AUDIOMACK'S GOALS

As a new app, Audiomack is laser-focused on maximizing yield while maintaining their accumulated user base. Audiomack requires robust yield tools and strategic consultation.

HOW AOL HELPED

Audiomack chose ONE: Mobile as their primary SSP and through close partnership with their Account Manager have optimized current and uncovered new revenue streams. Audiomack launched video placements and has benefited from AOL's premium brand demand and has noticed gains in using downstream mediation connections to Facebook and AdMob. A carefully honed block list strategy has also yielded revenue gains for Audiomack.

"AOL delivers on the trifecta of yield, tech, and service; they are a real strategic partner to us, making key recommendations to help us make more money without disrupting our user experience."

Dave Macli | CEO

