

Toronto-based startup Curate Mobile releases new mobile-first programmatic platform

Cologne, Germany (September 15, 2017) – [Curate Mobile Ltd.](#) announced the newest addition to its growing Ad Stack with the release of **Curate Bid** at international conference Dmexco 2017 in Germany. Curate Bid is a data-driven, mobile-first programmatic platform offering robust native and in-app targeting capabilities. Launching as a managed service, Curate Bid is integrated into all major exchanges, normalizing into a single OpenRTB flow supporting mobile display, video, and native ads.

Through its custom real-time decision-making, Curate Bid’s bidding agent applies layering to ensure the right targeting is always utilized. “As the industry evolves, and our demand partners require robust reporting and transparency, Curate will now be able to facilitate that and so much more through Curate Bid,” said Marc Porcelli, Founder and CEO. “Our layering methods, such as custom bid price algorithms and creative algorithms, ensure the right users are reached at the right times.”

Curate Bid is also integrated into leading DMPs, offering robust customization with first-party and third-party data. Data augmentation such as custom geo databases, rich profile mapping, and inventory scoring, allow Curate to serve the right ads with precise timing. Curate Bid creates custom segments through its ever growing first-party database to offer its advertisers a truly unique mobile user acquisition solution.

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About Curate Mobile Ltd.

Curate Mobile is a leading technology-driven mobile growth platform based in Toronto, Ontario Canada. Founded in 2015, Curate has grown into a trusted platform for globally-focused brands and agencies. Through its growing Ad Stack, Curate powers mobile strategy and ROI for companies around the world. Utilizing data and transparency, Curate Mobile is a leading choice for brands and agencies in a growing mobile landscape.