Russia Mobile Ad Ecosystem

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iab russia

ADVERTISERS SPEND

AUDIENCE ACTIONS

AUDIENCE

SOCIAL
MESSENGERS
APPS
NETWORKS
PUBLISHERS
VIDEO
iOTT
SEARCH
RESEARCH
IDENTITY
IN-APP

AUDIO

SSP
SELLERS
STORES
STORE-ANALYTICS

DSP
MOBILE VIDEO NETWORKS
NETWORKS
ANALYTICS
RICH MEDIA

WIFI

PREMIUM
AUCTION
ACTION
INSTALL

NETWORKS

CPI/CPA

APP-MARKETING
VALIDATION
COMMUNICATION GROUPS
AGENCIES MOBILE
AGENCIES FULL SERVICE

AGENCIES

ADVERTISERS