

MOBILE LUMAscape

MARKETER

PEOPLE

Agencies

WPP
OmnicomGroup
PUBLICIS GROUPE
iFg
dentsu
HAVAS
MDCXPartners
AKQA
BlueFocus

Agency Trading Desks

X AXIS
accuen
vivaKi
RUNS
CADREON
amnet
AFFIPERF
VARICKMEDIA
acordantmedia
DIGILANT

Creative Tech

AdJitsu
AdLiven
AppOnboard
celtra
CRAFTSMAN+
CreatorIQ
CRISO
POSTER ACQUISITION
Influential
lebit
JETPACK
JUSTAD
Later
luna
Nova
PLAYABLE FACTORY
Popwallet
Quickframe
replai
spirable
sprout
TrionInteractive
vidmob
Vidsy
whalar

Media Agencies

ADMIRAL MEDIA
adsbalance
AdSide Media
APP AGENT
App Growth Network
CandorApp
favoured
FEEDMOB
Fetch
FIVE
GAME CHANGER
HEADLIGHT
M&CSAATCHI
MOBILE
moburst
nara
node media
Phiture
PreApps
REPRISE
ROCKETSHIP HQ
udonis
upptic
yellowHEAD
yodelmobile
ZORKA

Advertisers

acorns amazon AZUR GAMES Coca-Cola credit karma DRAFT KINGS dreamLabs
fubo good job HBOmax intuit LION
playrix P&G PROGRESSIVE TIGER SAYGAMES
TikTok tripledot Truebill Eubi
Voodoo Walmart whatnot Wooga

Data Enrichment

AdMobius adsquare arbor
ANNUAL SI CIRCULATE cuebio experian
INFO FLUENT FOURSQUARE jeffit Gravy
Groundhog GroundTruth inmarket Pulse KOCHAVA
imfour MOASIS near numberbright ogury
OnAudience Pledge Pledge Pulse
Radar REVEAL MOBILE SAFERGRAPH sentiance skydeo
SKYHOOK start TRUEDATA UberMedia
unacast VERVE GROUP ZEOTAP

Mobile (Re)Engagement

Lifecycle Marketing
AIR SHIP attentive braze CleverTap
FollowAnalytics STERABLE
LEANPLUM Localytics mosengage OneSignal
Kosonion UZU vlybe VIZURY
DeepLinking
branch Button ORX

Ad Servers

AdMarvel Burstly doubleclick flashalking kevel
AdSentry moadserve mopub polymorph Sizmek smart

Cross-Device Identity

ADBRAIN crosswise DeviceLabs drawbridge
experian parable QUALIA screen TAPAD

DSPs

Adapt AdMob adtheor Amazon DSP
Appier BIAS bidbase BidStack Bigabid
BEEBOX Charboost CRITEO Display Advertising
Display & Video 360 Analyst FOCUS
HAWK HUB SPARK jampb Jumpton KY LIFTOFF
LinkedIn Lifestreet LIFE manage Inspire
Mintegral MEDIAHOUSE Personalize Remage
Rev RTBHOUSE RUN SIMPLE smodex
Splicky Spotted StackAdapt start theTradeDesk
Tribune TRUST UNICORN VIANI

SSPs / Exchanges

Admeld adsizzle ACQUIS MERSERV
AMOBEE AppNexus ALX Lavacorn Beachfront
Charleston FREESTAR Exchange GoMobi
IronSource Magnite MAX Mintegral Rubicon
mopub NEX AGE NIMBUS OpenX playwire PubMatic
Rise sharethrough smartscale smartads
Triplelift VODIA

Mobile Ad Networks

AdAction AD COLONY AdinMo adioe admix AdMob ADTIMING adverty affle airpush
akti amazon media group anzu appgrooves apostire applo Search Ads applifier AppLift
APPROVIN appnext apprpt AppSamurai ATAR Agency AudioMob AYE STUDIOS BIDSTACK
BIGO Ads blis BlueStacks Chartboost CONVERSANT CRAFTSMAN+ Digital Turbine FLURRY
Frameplay GADSMG qlispa GREYSTRIPE GroundTruth Hunt hyperMX IAGI INFLIION
INFLUENCE MOBILE inmarket inMOBI ironSource JetFuel KARGG
mobile LeadBot advertise Meta myAppFree
MISTPLAY MobFox mobilefuse mobiletheor mobupos mobusi Mobvista Mojiva moolah
motive my TARGET native nend Nebstool ODEO ogury OneRiot Outbrain Pangle
Perion PROXIMO PropellerAds Quattro receptiv Revu rhythm rocketfuel Sayollo
SHAREIT sito Taboola Tapjoy Tapscout
Thinknear transparent unity ADS veilt
VERVE GROUP Vungle wherei yahoo! Yandex
Yeahmobi YP Yieldmo yoc YOOSE

Carrier / OEM Marketing

Array ironSource aura branch
Digital Turbine glance Mobile Posse

Apps Games

AdColony Adbrite Adbrite
com2us Coloco Cygames DeNA dream
EMERACER Garena GIGamon HMA
KRAFTON Ketchapp Ludo King
MIXI NCSTORK
PLAYGARDEN playrix PLAYSIMP
POCKETGEMS REBLOX TOIG
ROVIO SCOPELY SKILLZ
SQUARE ENIX STILLERON
SYRA Tencent
Voodoo

Apps

WhatsApp Instagram Facebook Messenger
TikTok YouTube LinkedIn
Snapchat Telegram

App Stores

Google play
amazon appstore for Android Aptoide F-Droid Slide

Mobile Web Browser

brave Opera Mini skyline

Devices

BlackBerry htc Lenovo
Nokia opo realme
SAMSUNG SONY vivo XIAOMI ZTE

Carriers

airtel at&t boingo CHINA MOBILE
docomo KDDI MCCI SoftBank
Telefonica T-Mobile verizon VimpacCom

Analytics / Attribution / Insights / Measurement / Reporting

ADJUST ALGO WET Amplitude AppApe appfigures APPFOLLOW App Radar Apposiver Apprentice appropia apptrack asodesk
DV Quality FLOWR GameAnalytics GameRefinery GLASSBOX Google Analytics GRAB gumgum HEYSTAKS HUMAN Improvado incrmntal IAS
MOAT mparticle Nielsen RevenueCat rockerbox SCALAR Segment SensorTower similarweb singular skai Solsten SplitMetrics storenaver TAPLYTICS TAPSTREAM tenjin TUNE
upsight wappier winclap



Denotes acquired company Denotes shuttered company