



Better data...
better results with
App Science®

We use data from mobile devices to identify your customers and deliver your ads with more accuracy.

By collecting and analyzing billions of data points on more than 250 Million mobile devices, App Science® is providing marketers with valuable predictive data about their current and future customers.



App Science®
“You are what you app”

Our technology identifies audiences based on the apps on their device and the locations they’ve visited. We believe that apps and location give us a more accurate and holistic understanding of users’ interests, life stage, and goals.

TOPICS

Sabio's proprietary algorithms use machine learning to generate groupings of apps based on user behavior. We call this method of categorization Topic Clusters.

DMP & AD SERVER

We built our own DMP and ad server, allowing us to access, control, and dissect raw data with granularity and scale. We take the quality of our data seriously, which makes us effective, agile, and responsive.

VALIDATED PUBS

You can rest easy knowing that our inventory of Validated Publishers have met seven different points of criteria, so your ads only appear when they should.

- Brand Safety • Viewability • Ad - Fraud • App Store Certified • User Rating • Estimated Downloads • CTR

WHO IS YOUR AUDIENCE?

Sabio's APEX ad platform equips you with a full suite of advanced targeting solutions so you can say goodbye to wasted impressions.



TOPICS



CRM



LOCATION



RETARGETING



DEMO



DAYPARTING



THIRD PARTY



CONNECTION



CULTURAL



DEVICE



INNOVATIVE MOBILE-FIRST AD CREATIVES

Sabio's world-class design team creates custom mobile ad units as added-value, including pre-roll, rich media, and video to drive campaign performance.