

ADPLAY TECHNOLOGY LIMITED

Profile

Short Description:

Adplay Mobile was launched in 2015 and became incorporated as Adplay Technology Limited on 4th of August 2016. AdPlay is the leading provider of interactive mobile marketing platform and technologies for advertisers, mobile operators and publishers. AdPlay is committed to exploring mobile marketing opportunities through our versatile combination of mobile marketing proficiency, industry clout, innovative technology as well as sophisticated modeling and deep analytical tools.

AdPlay is one of the top mobile performance marketing companies in the South Asia Region. We are pioneers in mobile marketing in some of the emerging markets unleashing advanced targeting capabilities such as operator targeting and mobile operator billing in Bangladesh, Myanmar, Cambodia, Nepal and Maldives. With one of the largest affiliate networks in the mobile marketing industry, AdPlay aims to help advertisers, mobile apps developers and mobile operators stretch their reach and acquire new customers.

Moreover, we are MEF Member (www.mefmobile.org) and member of Mobile Marketing Association

Infrastructure:

The facilities of Adplay are located in Baridhara, Dhaka; one of the most interesting areas for the advertising industry in Bangladesh and a highly stimulating commercial environment. For the performance of innovative mobile advertising a well-equipped infrastructure of about 2000 sq. ft. is available and the high quality of services is assured by a motivated team and by our human resources and regulatory competence. The office space is intriguing to the Adplay team in order to create a motivating work environment.

Human resource:

Adplay Technology Limited employs a dynamic team of visionaries who do not only work to meet the daily targets but also sets a tremendous pace within the organization which allows the company to vastly excel. The IT department consists of eight employees who sets the aggression within the team, conducts the continuous developments and gets the campaigns done. The marketing department consists of two employees who stretch their reach and acquire new campaigns. The administration and accounts team consists of two employees who work as a support to the whole team.

Business Activity:

AdPlay enables brands to execute engagement campaigns with their target audience. It is an independent ad network focused on helping advertisers, mobile apps developers and mobile operators stretch their reach and acquire new customers. AdPlay “mPay” empowers One-click mobile payments with mobile operator billing by enabling mobile users pay for a range of services and digital or physical goods through their mobile phone charged directly from their mobile phone bill. Brands, marketers and agencies use this self-managed cloud platform to execute mobile marketing campaigns as per their desired budget and use intelligence audience segmenting and targeting options to build awareness and create engagement with their target audience.

Capability:

Adplay serves over 1.25 billion ad impressions per month. It has 50 plus advertisers and 1500 plus publishers. Adplay offers Best price and inventory match for the campaigns which optimize campaign goals.

Experience:

Adplay has successfully dealt with campaigns for the following clients: Qatar Airways, Emirates, Etihad Airways, Pran, Teletalk, Ekhanei.com, Aarong, Bengal Digital, Bikroy.com, Shanta Holdings, Robi, Airtel, Banglalink, Standard Chartered, Ring ID, Nestle and many more.