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**Glispa Launches VOLTU:
A Social Influencer Network To Drive High
Value User Acquisition, Brand Awareness and
Engagement**

VOLTU Empowers Social Influencers To Earn While Advertisers
Drive App Installs & Customer Lifetime Value

Berlin, Singapore, San Francisco, Beijing, São Paulo, Tel Aviv: August 2, 2016

VOLTU, the performance-led social influencer network for mobile acquisition, officially launches today from mobile adtech pioneer Glispa Global Group. VOLTU connects advertisers with thousands of influential content creators worldwide in order to drive app installs, brand awareness and engagement.

For more information go to: voltu.com

Influencer marketing has proven to be an effective way to motivate and engage consumers because it harnesses the power of authentic, meaningful content, created by consumers, for consumers. Consumers and mobile users find this medium of advertising trusted and valuable, rather than interruptive and contrived.

VOLTU is set apart from other social influencer solutions by its strong focus on performance, its comprehensive proprietary adtech platform and its ability to reach globally and beyond the USA or tier one markets into the explosive growth emerging markets (including BRIC Brazil Russia India China; LATAM Latin America and SEA Southeast Asia.)

Launched out of beta today, VOLTU has over 30 thousand social influencers in its network with over 3500 apps to promote. Influencers with anywhere from 10 thousand to millions of followers are invited to apply and run campaigns on the VOLTU network. A self service platform for Social Influencers, the VOLTU network provides an easy application and campaign management dashboard where influencers can start using the system and getting paid for it by creating more of the posts and content that authentically fit with their followers.

The network taps into all significant social channels worldwide, which will allow advertisers to reach global audiences in a highly efficient way. VOLTU's local influencer partners create authentic, relevant content across any number of local platforms. These include AfreecaTV (Korea), Douyu (China), VK (Russia) and NicoNico (Japan) and many more.

VOLTU is a natural extension of the Glispa Performance Network offerings, constantly innovated for over 8 years, that drive mobile app user acquisition. Glispa has been running bespoke social influencer ad campaigns with significant ROI for over 3 years for clients like Square Enix and Chinese giant, Youzu.

“With VOLTU we address inherent mobile ad industry challenges including advertisers’ needs for transparency and fraud protection, ever-diminishing user engagement with banner ads, and the rise of ad blockers,” said Samantha Turner, Commercial Director and VOLTU creator/ambassador. “We offer our advertising clients a hyper-native solution, leveraging trusted authorities in their topic areas (e.g. gaming) to drive high-value user acquisition and brand awareness at scale.”

Gary Lin, CEO and founder, adds, “Glispa Global Group is employing its 8+ years of performance DNA, proprietary technology and unprecedented global reach to make this incredibly valuable delivery method viable for all marketers. VOLTU connects advertisers with thousands of influencers worldwide to promote apps, drive installs and develop stronger customer relationships or lifetime value. ”

VOLTU's technology platform leverages the same power that is behind Glispa's world class, enterprise-scale platform, innovated upon for years. The platform includes advanced tracking and attribution, campaign management, reporting and analytics, quality optimization, fraud analysis and billing system to power a highly innovative, efficient and ROI driven backend.

About Glispa Global Group

Glispa Global Group is a mobile marketing pioneer empowering clients to activate global audiences and move markets. Providing a full suite of technology-based services, Glispa partners with global advertisers, app developers and publishers, enabling them to reach their user acquisition and monetization goals. With its recently-launched ad mediation platform, Ampiri, app developers can now gain full transparency and control over their entire mobile app inventory to maximize revenue potential, working with the largest global publishers and app developers.

Headquartered in Berlin with offices in Beijing, Bangalore, San Francisco, Tel Aviv, Singapore and Sao Paulo, Glispa employs a multinational team representing 45 nationalities speaking 32 languages. To get started with glispa, connect with us: www.glispa.com.

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