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Taptica International Ltd
(“Taptica” or “the Company”)

Integration with Instagram Ads API

Taptica (AIM: TAP), a global end-to-end mobile advertising platform for advertising agencies and brands, is pleased to announce that, through AreaOne Ltd, the Company’s wholly-owned subsidiary accredited Facebook® Marketing Partner, it has integrated with the Instagram Ads API. As a result, Taptica now enables advertisers to run campaigns across the widest range of traffic sources available today.

Instagram is one of the largest and fastest-growing advertising platforms available worldwide with over 400 million users. Advertisers are anticipated to spend \$0.6 billion in paid advertising on Instagram this year, which is expected to increase to \$2.8 billion in 2017 (*eMarketer*, July 2015). Integrating with the Instagram Ads API allows third parties, such as Taptica, to integrate their software with Instagram’s advertising application programming interface enabling – for the first time – Instagram ads to be bought, and incorporated into marketing campaigns, in an automated fashion.

The Company now fully supports Instagram advertising, with clients able to seamlessly create Instagram campaigns through the same dashboard and five-step creation process that they already use for their Facebook campaigns. It provides advertisers with an additional channel to reach their target audience and customers, and with a highly engaging visual format. In addition, when combined with Taptica’s analytics and big data capabilities, clients can gain performance insights and management efficiencies across their advertising programs.

Hagai Tal, Chief Executive Officer of Taptica, said: “We are pleased to have gained this integration with Instagram, which enhances our ability to optimise marketing campaigns for advertisers across mobile channels via a single platform. Taptica now supports all ad types, including still image, video, carousel ads, native and rich media, and the access to Instagram will provide our customers with yet more impactful campaigns. With advertisers increasingly demanding traffic supply and data collection from mobile channels, this integration further validates our acquisition of AreaOne and strengthens our position at the forefront of the market.”

For further details:

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About Taptica

Taptica is a global end-to-end mobile advertising platform that helps the world’s top brands reach their most valuable users with the widest range of traffic sources available today, including social. Its proprietary technology leverages big data and, combined with state-of-the-art machine learning, enables quality media targeting at scale. Taptica creates a single arena in which brands can scale and engage more relevantly with mobile audiences, staying ahead of the competition. It works with more than 450 advertisers including Amazon, Disney, Facebook, Twitter, OpenTable, Expedia, Lyft and Zynga. Taptica is headquartered in Israel with offices in San Francisco, New York, Boston and Beijing. Taptica is traded on the London Stock Exchange (AIM: TAP).