

# Affle launches its MAAS O6 platform with enhanced optimization algorithms

*MAAS O6 includes the propriety multivariate Optimizer to help advertisers maximize campaign ROI with real time & actionable audience intelligence optimizations*

JAKARTA, JAKARTA, INDONESIA, October 16, 2015 /EINPresswire.com/ -- Jakarta, Oct 15, 2015 – [Affle](#), a leading mobile platform company today announced the launch of the new version of its “Mobile Audience as a Service ([MAAS](#))” platform at the MMA Indonesia Forum. This version is termed as [MAAS O6 \(OptiSense6\)](#), and includes the propriety multivariate Optimizer to help advertisers maximize campaign ROI with real time and actionable audience intelligence optimizations. The end to end mobile audience as a service platform was launched in March 2015 at the Mobile World Congress, Barcelona and its China release happened at the China Joy, Shanghai in July 2015. Optimization & Transparency have been the cornerstones of Affle’s MAAS platform since inception and through this upgrade to MAAS O6, much greater optimization controls would be brought upfront for marketers to enable smarter decision making.

Commenting on this launch, Anuj Khanna Sohum, Founder, CEO and Chairman, Affle said “Affle’s core strategic focus is to continuously innovate on the MAAS platform with the aim to transform the traditional

marketing-tech industry with the unified platform approach, complete transparency and end-objective driven targeting & optimizations. MAAS O6 is a significant achievement of our engineering and products teams and it includes our advanced real time algorithms that fuse Affle’s audience data intelligence on top of RTB and API based integrations with almost all top mobile inventory supply



Team Affle at MAAS O6 Launch at MMA Forum Indonesia, 2015



Anuj Khanna Sohum (CEO & Founder, Affle)

sources. This solves the industry problem of cluttered and comparatively unregimented direct publishers, ad networks and affiliate networks driven supply eco-system.”

Anuj Kumar, Co-founder & Managing Director, Affle added “Traditionally most marketers optimize campaigns only at a publisher level. This changed to an extent with Real Time Bidding (RTB), but not all supply sources are connected over RTB. With O6 we have enabled the programmatic optimization capability with ROI driven intelligent decision making across the mobile display eco-system. Marketers can now make more informed decisions with a customizable Rules Engine with easy identification and action ability on the performing & non-performing CAMPAIGN attributes. With this upgrade we expect a lot more marketers and media agencies to exclusively procure, attribute and



Anuj Kumar (Co-founder & MD, Affle)

optimize all their mobile campaigns through our platform. Indonesia is the heart of our South East Asia business and we are happy to announce this launch at the flagship mobile industry event in Jakarta.”

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*Anuj Khanna Sohum, CEO & Founder Affle*

About Affle: Affle is a Singapore head quartered ‘Mobile Audience as a Service (MAAS)’ Platform Company. Affle delivers end-to-end mobile commerce & marketing solutions with greater ROI and transparency for marketers, commerce marketplaces, app developers and publishers through unique intent insights derived from behavioral signals, attribution and transaction data. Having started in 2006, Affle has been a pioneer in the field of mobile technology and has built significant scale and intelligence backed by its robust profile data and insights about millions of users.

Affle’s investors include Microsoft, D2C (An NTT DoCoMo subsidiary), Itochu, Bennett Coleman & Company Ltd. (BCCL), Centurion Private Equity amongst others

For more information visit [www.affle.com](http://www.affle.com) and [maas.affle.com](http://maas.affle.com)

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