

Benefits

Improved Campaign ROI

Greater than 99% accuracy of device detection means you get more out of your campaigns

Greater Targeting & Segmenting

Over 55,000 device profiles help ad viewers see specific ads targeted to their interests and willingness-to-pay

Better Cross-Platform UX

Improved Analytics

By device technographics and economic dimensions

Easy Integration

Supports multiple applications and languages to send device intelligence downstream

Key Advertising Device Capabilities

Form Factor, Model, Operating System, MSRP, Release Date, App Webview and App Name

24/7 Ticketed Support

We pride ourselves on having the fastest resolution and response time in the industry

Top Customers

Facebook, Google, PubMatic, MediaMath, Criteo, Neustar, and DataXu



Target, Mobilize, Analyze

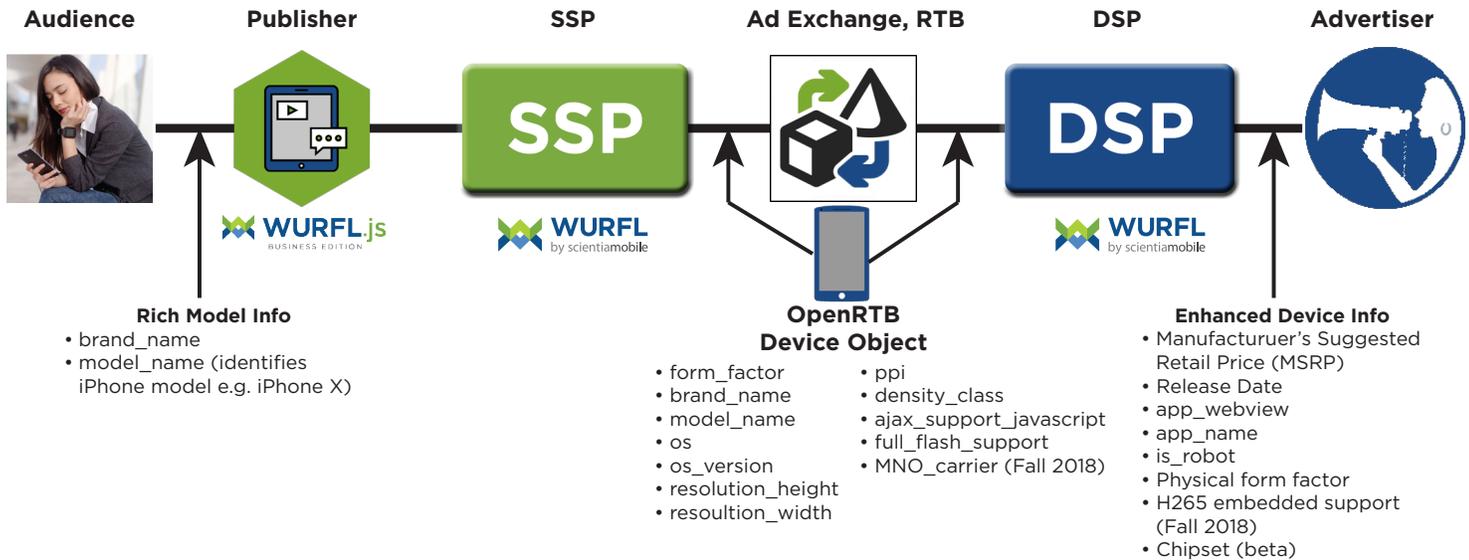
Advertisers use WURFL's real-time device intelligence to target content to users, ensure mobile optimization, and improve campaign ROI. Smart advertisers and ad networks use WURFL device detection. They target content to specific mobile devices and leverage technographic, demographic, and economic segmentation provided by WURFL's device information. With more effective mobile ads enhanced by WURFL device intelligence, everyone along the advertising value chain (advertiser, DSP, Ad server, SSP, and publisher) can capture a premium price for their services.

Advertising Device Capabilities

DSPs, Ad Servers, and SSPs can offer compelling new ways to target and segment users with WURFL's advertising capabilities. In real time, you can append key criteria that identify ad viewers along technographic, demographic, and economic dimensions.

Once a publisher or SSP identifies the device model and appends information described in IAB's openRTB specification for the device object, then DSPs and Advertisers can leverage that device intelligence for better targeting and segmentation. Ad servers can ensure that ads are optimized to display effectively by the targeted device. Finally, you can collect analytics on the performance of the ads during post processing. This enables for mid-campaign adjustments to further enhance ROI.

Key Advertising Device Capabilities



Easy Integration

ScientiaMobile provide multiple device detection solutions tailored to your place in the advertising value chain, server platform, application language, and need for operational scalability. WURFL can integrate at the server level to simplify maintenance and deliver device intelligence to multiple applications downstream. We support Apache, NGINX, NGINX Plus, Microsoft IIS, Node.js, Varnish Cache, HAProxy, and Lighttpd. Our API supports the all major programming languages including: Java, .NET (C#), PHP, Scala, C, C++, Python, Ruby, and Golang. We also provide WURFL Microservice for AWS or Docker for advertising platforms that are embracing a virtualized microservice architecture.

iPhone Model Detection, Accuracy, and Updates

iPhone and iPad model detection is impossible for conventional device detection platforms, but WURFL.js Business Edition by ScientiaMobile provides accurate model identification. Now you can add iPhone model intelligence into your targeting and analytics. This enhances the potential value of advertising inventory significantly.

About WURFL by ScientiaMobile

WURFL is the industry's most widely used device detection solution, with leaders like Google and Facebook trusting its ability to scale and deliver accuracy. WURFL accurately identifies over 99% of user agents and avoids false positives. Every month, we analyze more than 2 billion user agents - almost every user agent that is active on the internet. WURFL's device library contains over 55,000 device profiles, including smartphones, tablets, laptops, smart TVs, IOT, and game consoles. This includes difficult to identify Chinese and Indian models. Customers receive XML updates every week and API updates quarterly to ensure accuracy. Our XML auto-update and hot reload feature means maintenance is easy and production systems remain uninterrupted.

Support

Our support professionals have over 30 cumulative years of device detection experience. We provide 24/7 ticketed support for customers around the world, including the fastest response and resolution time in the industry. And for Pro customers, we consult on architecture and integration to ensure you get the most out of WURFL.