

## **Decentralized App Discovery: apprupt Launches First Affiliate Network For iPhone Apps**

**Connecting users and apps: apprupt goes into beta of the second product of its Performance Marketing Suite, the 'Performance Network'. The affiliate network for iPhone apps enables developers to market their apps on a pay-per-download basis through a network of partnering mobile websites and apps. apprupt's partner network already consists of some of the most wide-reaching German mobile websites. Developers get 50 free downloads for a sign-up before January 31<sup>st</sup>, 2010.**

**Hamburg, January 11<sup>th</sup>, 2010** – apprupt, the first performance marketing network for iPhone apps, today officially announced the launch of its affiliate network for iPhone apps. The Performance Network allows app developers to generate additional downloads for their apps on a performance basis. At the same time, publishers are enabled to monetize their existing mobile reach through relevant content that is based on the users' interest and preferences.

### **More downloads, no risk**

For the first time app developers are given the opportunity to gain additional reach and downloads for their apps without bearing the entire marketing risk. “ So far, effective app marketing was quite a challenge for app developers. Besides PR, the only way of marketing an app was buying additional reach on a pay-per-click basis. The marketing risk was 100 % on the developer's side,” said Kjell Fischer, co-founder and managing director of the Hamburg based company. “apprupt minimizes this risk by charging per generated download only. Additionally, the broad range of apps on the App Store allows us to target many different interest groups across our partner network and place these apps where they are relevant to the end user.” This content diversity also has advantages for mobile websites and apps that want to offer relevant content to their users.

### **Partner network allows for high relevance and reach for apps**

Within its partner network apprupt distributes the apps via decentralized App Stores, which are integrated into the partners website navigation. These App Stores consist of app description pages that link to the Apple App Store, where the apps can then be downloaded as usual. At launch apprupt already partners with some of the most wide-reaching German mobile websites aiming at many different targets groups, like the Financial Times Germany or Men's Health Germany.

App developers may integrate their app into the partner network by registering at [www.apprupt.com](http://www.apprupt.com). For each brokered download they then pay 0,35 € or 30% of the net revenues.

### **Launch Offer: 50 free downloads for every developer**

As a special launch offer, apprupt gives away 50 downloads for free for each app developer that signs up for the service before the 31st of January 2010. The Performance Network is the second product of



the apprupt Performance Marketing Suite. “We want to extend our partner network internationally and bring together as many users and relevant content as possible” said Fischer.

### **About apprupt:**

apprupt is the first performance marketing network for mobile apps, that aims to bring transparency and profitability to the mobile app market. As part of its Performance Marketing Suite apprupt ([www.apprupt.com](http://www.apprupt.com)) lets developers market their apps on a pay-per-download basis through its wide reaching partner network. At the same time publishers are enabled to monetize their existing mobile reach through relevant content that is based on the users' interest and preferences. The company is based in Hamburg, Germany.

### **Note to Editors**

iPhone is a trademark of its respective company. All other company and product names may be trademarks of the companies with which they are associated.

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