

Tapped Mobile Launches in Canada with top tier technology partners and brands

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TORONTO, ON ([rushPRnews](#))
07/16/13 — Tapped Mobile
brings the best mobile
advertising technologies from
around the world to the
Canadian marketplace.

- Tapped Mobile, a leading [provider of mobile advertising services](#), today announced its

official launch in Canada.

With the Canadian mobile advertising market expected to grow by \$135M+ in 2013, Tapped Mobile offers Canadian brands a completely unique approach to mobile marketing. Rather than simply representing media inventory from a list of publishers, Tapped Mobile partners with leading mobile ad technology companies to bring their exceptional suite of products and services to Canadian mobile marketers.

Tapped Mobile has already partnered with some of the world's top start-ups to deliver unparalleled ad tech in Canada, including: store-level mobile location data, first video ad units with social sharing, several in-stream video ad units, location-based retargeting, mobile research – as well as CPC, CPI, CPV, and traditional display and video advertising across a diverse list of

premium and exclusive publishers and ad networks.

“We scour the world for the best mobile ad technologies. We screen them vigorously and bring the best ones to Canada so that you can be ahead of the curve, delivering huge value to your brand, and reaching your consumers in the most trusted and proven ways possible” said Tapped Mobile President Jed Schneiderman.

In its first 6 months of operations, several of Canada’s top brands have already begun advertising with Tapped Mobile across various sectors including: wireless, cable, auto, consumer packaged goods, QSR, travel, and several more.

“We ensure each and every campaign is optimized in three ways” stated Co-Founder Eric Shedletsky. “First, we help our clients leverage the best mobile technologies; then, we pinpoint the exact right audience across a huge list of top tier publishers and utilize the best performing ad units to deliver strong ROI”.

Founded by Jed Schneiderman, Eric Shedletsky and Mark Shedletsky, Tapped Mobile’s executive team brings a wealth of marketing, ad sales and mobile start-up experience to the company.

Prior to founding Tapped Mobile, Jed Schneiderman held senior management roles at Microsoft and CTV, as well as strategic marketing roles at MTV, AOL and Procter & Gamble. Eric Shedletsky was the co-founder of mobile app SAAS start-up BlueHaze that was acquired by Simon Fuller (American Idol) in 2011. Mark Shedletsky ran Digital at Simon Fuller’s XIX Entertainment after the BlueHaze acquisition and previously ran Marketing and Brand Partnerships at Dose (Canwest), MTV Canada (CTV), and BitTorrent.

About Tapped Mobile

Tapped Mobile is a leading Canadian provider of mobile advertising

technology solutions. The company was founded in 2012 and is headquartered in Toronto, Canada. Tapped is co-founded by Jed Schneiderman, Eric Shedletsy and Mark Shedletsy, combining for 25+ years of mobile marketing expertise. For more information, visit www.tappedmobile.com.

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