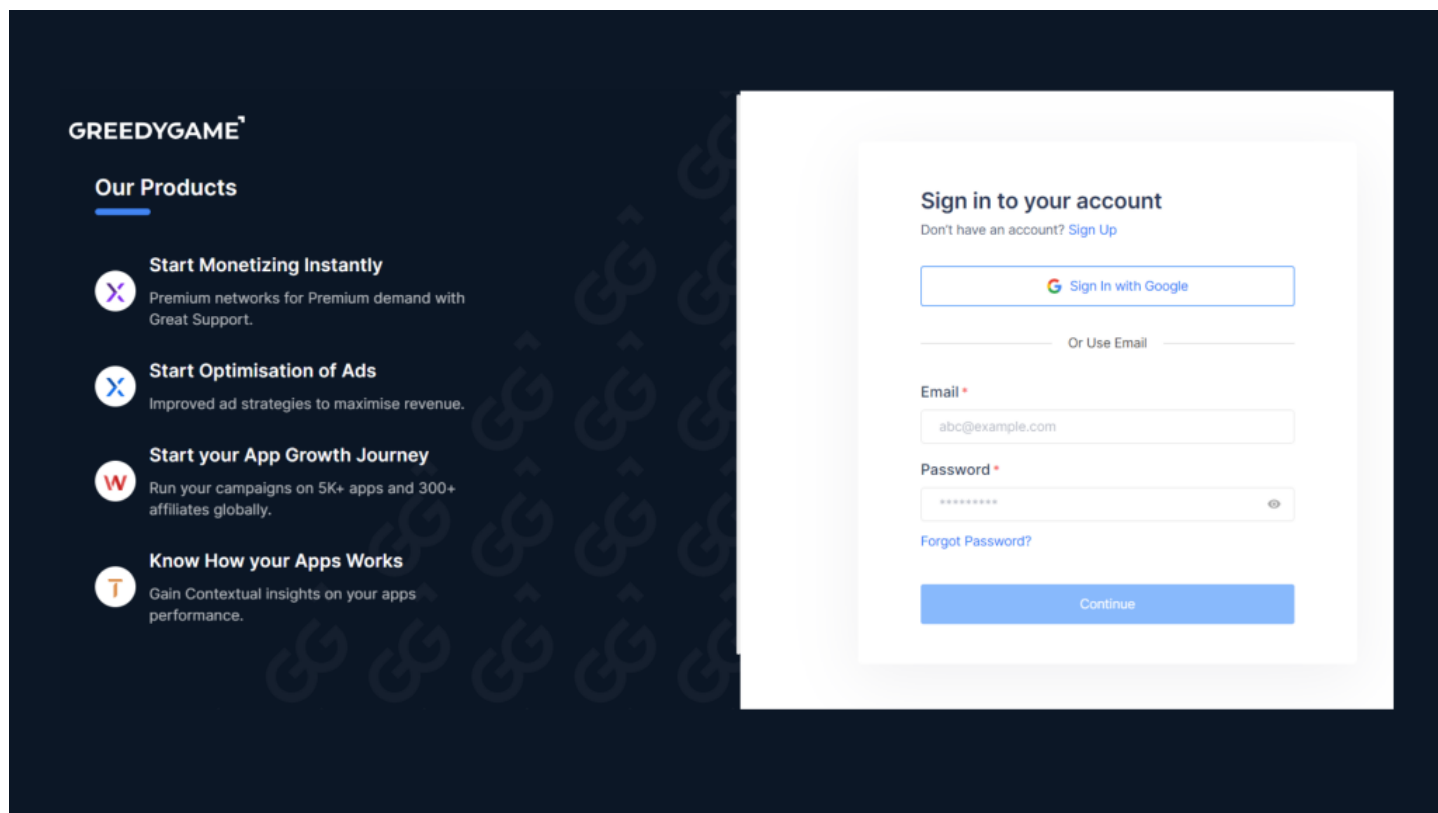


GreedyGame is Preparing to Launch a Unified Dashboard with Company's Top Programmatic Advertising Solutions



Bengaluru, Karnataka Sep 27, 2022 ([IssueWire.com](https://www.issuewire.com)) - GreedyGame, the all-in-one app monetization, and user acquisition solution provider, recently announced that the company is preparing to integrate its top programmatic advertising solutions on a unified dashboard. The idea of introducing a dashboard is to provide the users with a common, shared portal from where they can access their preferred advertising solution while exploring the rest of the solutions.

Knowing that thousands of new apps are published daily on the Google Playstore, and app publishers are aggressively looking to monetize their apps, the product research and development team at GreedyGame implemented the idea to integrate top solutions; Grow, AdX, SDK X, and Insights on an independent console. Following is a list of solutions that will be available over GreedyGame's unified dashboard:

Grow- User acquisition tool

Grow is designed to skyrocket app growth by offering publishers access to premium inventories, personalized campaigns for different app objectives, and dedicated account management support for every account.

AdX- App monetization tool

AdX is designed to help publishers access Google AdX and connect with premium demand partners.

Furthermore, app publishers can resolve policy violations, improve the fill rate and eCPMs and get granular insights on their app performance on a comprehensive dashboard.

SDK X- Ad revenue optimization solution

SDK X is designed to optimize ad revenue by allowing app publishers to open up their ad inventory, enabling one-click native ad integration and systematic data analysis for outcome-oriented ad planning.

Insights- Analytics and data-driven

Insight is a dashboard that displays insightful metrics about app campaigns, allowing app owners to track and analyze the effectiveness of their ads and ROAS. The platform is easy to integrate into tools like Google Analytics, and it serves better recommendations to improve your app.

Arpit Jain, Founder, and CEO, GreedyGame, said, “Having worked with thousands of publishers from different industries, we noticed that app publishers struggle to scale anticipated app growth and revenue with the existing advertising solutions. That’s why we are launching a unified dashboard from where publishers and advertisers can access GreedyGame’s top programmatic advertising tools and continue to grow their app/website. The dashboard launch is a validation that GreedyGame clan is committed to launching proactive advertising solutions, and it will be consistent in rolling out more feasible solutions.

Further highlighting the launch and Arpit Jain’s statement, the CTO at GreedyGame, Arpit Chaudhary, mentioned, “We, the entire GreedyGame clan, is focused on making app development highly sustainable and profitable for all types of apps. With the launch of the unified console, we are offering the top four advertising tools in a single unified platform, enabling app publishers and advertisers to revamp their existing strategies of app monetization and growth. However, we will continue to add more solutions corresponding to the changing industry trends.

GreedyGame’s unified dashboard will be accessible at dashboard.greedygame.com. Users with a valid email Id can signup to the dashboard for free and start leveraging the solutions integrated into the console. To support higher accessibility, GreedyGame does not set any parameters that determine who can use the dashboard and who cannot. Hence, the unified dashboard is open to all.

About GreedyGame

GreedyGame is a programmatic advertising technology company that designs and develops futuristic app monetization and user acquisition solutions for worldwide publishers and advertisers. Established in 2013, GreedyGame has consistently achieved various milestones to become a trusted AdTech partner. Find more information at <https://greedygame.com>.

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