About ironSource

DELIVERING DIGITAL

Connecting software developers and users, ironSource is the world leading platform for mobile and desktop applications.

ironSource is a technology company offering a complete ecosystem for software applications including all aspects of user acquisition, conversion, monetization, integrated analytics and optimization.

At the core of ironSource is installCore™. With over 150 million completed installs per month, installCore is a market leading digital content delivery platform that increases completed installs, decreases download time, and improves the user install experience while providing publishers in-depth installation analytics, and optimized traffic monetization. Other ironSource platforms include displayCore (formerly afterDownload), offering performance-based display distribution for desktop apps, and mobileCore, a distribution performance network for mobile applications.

ironSource distributes software to 100s of millions of engaged users; promotes effectively but unobtrusively relevant products and services to users; helps our clients acquire new users and monetize their software; and leverages integrated analytics to optimize all these processes.

At ironSource, we are our own most demanding customer. We cultivate the development of engaging online and mobile applications, and distribute them using our in-house tools, so we understand first-hand what our external advertising and publishing clients want and need.

Driven by a love of software and a passion for excellence, ironSource leadership is made up of the entrepreneurs and visionaries who shaped its portfolio of companies, together with experienced and effective executives with strong track records of success.

Founded in 2009 with headquarters in Tel Aviv, ironSource has offices in San Francisco and Beijing. ironSource is a privately held company backed by Carmel Ventures, an affiliate of the Viola Group. For more information, please visit us at http://www.ironsrc.com.