



justAd Chosen as a 2014 Red Herring Top 100 Europe

April 9th, 2014, Amsterdam, Netherlands: Red Herring announced its [Top 100](#) award winners today, recognizing Europe's leading private companies and celebrating these startups' innovations and technologies across their respective industries.

Red Herring's [Top 100](#) Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring's editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

*"Selecting startups that show the most potential for disruption and growth is never easy," said **Alex Vieux**, publisher and CEO of Red Herring. "We looked at hundreds and hundreds of candidates from all across the continent, and after much thought and debate, narrowed the list down to the Top 100 Winners. Each year, the competition gets tougher but we believe justAd demonstrates the vision, drive and innovation that define a Red Herring winner."*

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technological innovation, management quality, overall business strategy and market penetration. This assessment was complemented by a review of the track records and standings of similar startups in the same verticals, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.



About Red Herring Top 100

Since 1996, technology industry executives, investors, and strategists have valued the Red Herring 100 lists as an instrument for discovering and advocating the most promising private ventures from around the world.

The Red Herring Top 100 award highlight the most exciting startups from Asia, Europe and the Americas. Hundreds of companies from each region are reviewed in a rigorous 3-step process that looks at all aspects of the company. The quality of Red Herring Award winners is proof of the thoroughness of the selection process.

Red Herring 100 Awards are widely recognized as one of the industry's more prestigious recognitions, with hundreds of candidates from each continent competing for a Top 100.

www.redherring.com/events/top-100/

About justAd

Founded in 2009, justAd develops the leading self-service advertising platform that enables advertisers to create highly engaging rich media ads for mobile and tablet devices, without the need for custom coding, server-certification nor testing.

justAd Studio, the company's ad production platform for the creation of IAB standard and bespoke ad units, is being used by hundreds of advertising professionals around the world – from DSPs, mobile ad networks and full service agencies to SSPs, mobile publishers and web publishers.

Once created our ads are pre-certified with the majority of programmatic and mediated platforms in the world, allowing for a true self-service experience. Create once, traffic everywhere.

Headquartered in Tel Aviv, with a sales office in NYC, justAd serves clients in over 30 countries, generating hundreds of millions of ad impressions a month.

www.justad.mobi

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