

955 Dreams Redefines the Mobile Ad Experience

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955 Dreams, the creator of Band of the Day, unveils industry-first, built-for-mobile publishing and ad platform. With the 955 Dreams Platform, advertisers can display engaging full-page, high-gloss ads in an immersive environment designed for the mobile device. This results in an enjoyable user experience and creates a more valuable brand impression. To demonstrate this approach, 955 Dreams is featuring leading brands in its award-winning app, Band Of The Day - Music (Free) 2.3 for iOS.

Mountain View, California - To address the fundamental issues of mobile advertising, 955 Dreams, the creator of Band of the Day, today announced its built-for-mobile publishing and ad platform. With the 955 Dreams Platform, advertisers can display engaging full-page, high-gloss ads in an immersive environment designed for the mobile device. This results in an enjoyable user experience and creates a more valuable brand impression. To demonstrate this approach, 955 Dreams is featuring leading brands in its award-winning app, Band Of The Day - Music (Free) 2.3 for iOS.

"Our goal has always been to do right by our users and we didn't want to compromise our values by inserting ads that don't enhance the user's experience. So we built our own ad engine from the ground-up and created an experience that unlocks the potential of mobile advertising," said Kiran Bellubbi, Founder and CEO.

With the 955 Dreams Platform, brands can now advertise on one of the fastest-growing music discovery apps, Band of the Day, which showcases a new band along with videos, interviews and reviews 365 days of the year. Bands can form a closer connection with Band of the Day's highly-engaged 18-34 year old music fans, through vibrant full-screen ads that entice users to watch and explore.

In addition to creating opportunities for brands, 955 Dreams has opened its publishing platform to real-time and daily-content publishers and partners. The platform allows publishers to preserve their brand identity, build stronger relationships through daily mobile engagement and substantially increase ad revenues. Campaign management capabilities and built-in analytics also provide an end-to-end solution for mobile publishing.

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Requires iOS 5.0 or later
- * Universal app optimized for display on all iOS devices
- * 20.3 MB

Pricing and Availability:

Band Of The Day - Music (Free) 2.3 is free and available worldwide exclusively through the App Store in the Music category.

955 Dreams:

<http://www.955dreams.com/>

Band of the Day :

<http://www.bandofthedayapp.com/>

Direct Download Link:

<http://itunes.apple.com/app/band-of-the-day/id459664402>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

955 Dreams delivers dynamic, real-time content wrapped in award-winning designs and an unmatched ad experience. The 955 Dreams Platform couples built-for-mobile publishing with an ad serving engine that delivers contextually relevant, high-gloss interstitial ads designed for mobile consumption. The combination of real-time, rich-media content with targeted ads enhances consumer experience and increases the performance of ad campaigns. 955 Dreams is proven in design - all of its apps have been awarded Apple App of the Week. Its signature application, Band of the Day, connects more than two million highly-engaged users with brands. Copyright (C) 2012 955 Dreams. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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