We pass the first several thousand shows of advertising through networks Admod and Adcolony (for every application with video advertising), so we analyze your traffic and run most suitable advertising networks with right settings.

Every network will analyze your traffic and will give unstable data during the first several thousand shows for every application and then the eCPM must align. You need to reach at least two or three thousand shows a day (for every application), in order to you can estimate the statistics right.