



Not to be released until Monday, April 19th, 2010 @ 8:00 AM PST

AdParlor announces Cost per Install tool for Facebook Ads

Monday, April 19th, 2010

AdParlor today announced a tool that allows application developers to purchase Facebook® Ads through AdParlor on a cost per install basis.

To date, AdParlor has delivered well over 10 million application installs through its banner network – across other Facebook applications. The launch of this product – built on the Facebook Ads API - opens up an additional avenue for developers to quickly grow their applications with high quality installs.

“Purchasing ads directly from Facebook provides deeper targeting, additional volume, and highly engaged users for our clients,” said Ali Merali, Business Developer Manager, AdParlor Inc. “Through the Facebook Ads API, we have been able to build a product that will help developers better understand the value of Facebook Ads. We will now allow them to purchase on a fixed CPI by country, and our algorithm will optimize to get them as much volume as possible at their CPI bid.”

Currently the program is limited to a select number of AdParlor clients. The target market is existing application developers who are already purchasing ads directly from Facebook. AdParlor will now allow these developers to fix their CPI rate, and the AdParlor optimization engine will create hundreds of ads and dynamically adjust bids to bring quality installs at a lower rate. For more information on how application developers can take advantage of AdParlor’s new tool, visit: [AdParlor Application Growth](#).

About AdParlor Inc.

AdParlor provides solutions to social media application developers – helping them grow and monetize their applications. Working with thousands of developers, AdParlor operates a leading banner network, and virtual currency platform. AdParlor Inc. has official access to the Facebook Ads API. The Facebook Ads API allows developers to integrate into the Facebook Ads system and provide marketers with new solutions to manage Facebook Ads.

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