

LeadBolt

Export Award Winner 2013

Information and Communication Technology

LeadBolt
Leading Mobile Ad Network

About

LeadBolt is an industry leading app discovery and monetisation platform for developers and advertisers. LeadBolt allows mobile app developers to easily power app discovery, acquire quality users, and increase profitability with a single unified SDK. In addition, it allows advertisers the ability to leverage the widest variety of advanced mobile ad units under one roof creating a high level of discovery, engagement, conversion and return.



By focusing on mobile technology, LeadBolt has successfully established a unique service which receives high demand amongst app creators around the world, making it Australia's strongest exporter in the ICT category.

Following the birth of the company in 2010, LeadBolt quickly attracted customers from around the world. LeadBolt now serves an average of 5 billion ads a month, across 65,000 apps in over 150 countries.

95% of LeadBolt's total sales are attributed to exports. LeadBolt's outstanding performance in the international market place has not only placed LeadBolt as a top NSW exporter, but also as the top Australian exporter in the ICT industry at the Australian Export Awards.



Q. What benefits has your company gained from being recognised as a top exporter?

A. We have received recognition and support from the Hon Tony Abbott PM, as well as the Export Council of Australia. We also had the opportunity for media exposure, leading to interviews and articles in Sydney Morning Herald, BRW and others, while winning the awards has also helped with recruiting the best and brightest and contributing to team pride.

Q. How did you find the application process?

Completing the application process involved a few different departments coming together to share information. Hearing the many aspects of the business discussed from various points-of-view raised a few new ideas, identified areas for improvement, as well as solidified our plans going forward.

The process shined light on our individual contributions to the business, as well as how we worked together to create results.

"Dive in! The Export Awards are designed to help identify the progress you've made and communicate your strengths and achievements to your industry. You will learn something new about your business from the application process alone, so you're already a winner."

