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Platform-A header
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[AOL \(Platform-A\) Ad Optimization Solution Launched for iPhone](#)

The solution detects and delivers optimized ads on iPhones browsing the Web

AOL has announced the availability of the Platform-A mobile version of the ad-serving platform and network for [iPhone](#). Offered through Third Screen Media, the solution detects and delivers optimized ads on iPhones [browsing the Web](#).

Third Screen Media is Platform-A's mobile ad-serving platform and network that enables advertising on mobile devices. Its mobile solutions link advertisers, publishers and carriers on a common platform to buy and sell mobile advertising. Third Screen Media offers AOL's popular consumer brands and mobile applications, as well as the largest availability of carrier on-deck mobile inventory.

Third Screen Media's targeting technology serves an ad specifically optimized for viewing on an iPhone, each time users browse sites within the Third Screen Media mobile network on their handsets. Third Screen Media can redirect iPhone users to special versions of marketers' sites that are optimized for the iPhone experience, in addition to optimizing ads for the iPhone.

"Today's launch is a perfect example of how Platform-A's unmatched reach, solutions and technologies can benefit advertisers trying to reach consumers in the most compelling way," said President of Platform-A Lynda Clarizio. "We can not only help advertisers effectively reach iPhone users on WAP pages and Web pages, but we can also deliver banners optimized for display on the iPhone."

Third Screen Media has been confirmed as the only mobile network that also has access to a Web display network reaching 90% of the Internet audience, as part of Platform-A, making it the only organization that can offer such a complete solution.

Platform-A, AOL's advertising business, is the industry's largest digital advertising platform, offering the most comprehensive suite of marketing solutions, powered by the Web's best advertising technologies. Platform-A includes AOL's leading media properties - AOL.com, AIM, MapQuest, and more - and Advertising.com's third-party networks. Platform-A also includes TACODA's audience insights and behavioral targeting.