Paltalk

Case study

moPub

Paltalk quadruples daily ad revenue on the MoPub platform. The combination of better data delivered in real time with more sophisticated mediation tools drives immediate gains.

About Paltalk
- New York, NY
- Top 10 Social Networking app on iOS in Asia Pacific
- Top 25 Social Networking app on Android in Asia Pacific
- 45,000 reviews

Goals
- Optimize mobile ad revenue more efficiently
- Monetize international traffic with ad networks

Solution
- Integrated the MoPub platform for better data solutions and sophisticated network mediation
- Moved from offline reporting to a customized revenue dashboard with real-time data

Challenge

Paltalk is a video group chat service that enables users to easily communicate across connected devices. Paltalk Mobile, on Android and iOS, lets users join public video chat rooms and connect with other users who share common interests and passions.

Results

4X
mobile ad revenue

40%
Reduction in time spent on manual reporting

Accelerated decision making by eliminating cumbersome manual reporting

As the social discovery app rapidly grew in global popularity, Paltalk realized severe inefficiencies with their previous mediation solution. They had limited visibility into per-partner performance, which prevented them from optimizing ad networks in a timely manner.

Paltalk needed a sophisticated solution that allowed them to efficiently access their performance data, make adjustments for optimal revenue, and better monetize their international traffic.

Solution
MoPub provided advanced features and hands-on support that enabled Paltalk to seamlessly migrate their existing network partners while adding new demand to optimize revenue:

- Moved from offline reporting to a customized revenue dashboard with real-time data
- Added immediate access to 100 new demand sources through MoPub Marketplace
- Continued partnerships with regional ad networks to monetize international inventory

Key results

By working with Adelphic and Placed to run their campaign on MoPub The entire platform migration was accomplished in less than three weeks. Paltalk saw immediate results upon moving over to the MoPub platform.

· Quadrupled daily ad revenue
· Reduced 40% time spent on manual reporting
· Accelerated decision making by eliminating cumbersome
  manual reporting

The key gains for Paltalk were additional time and better data to make informed decisions. With a better reporting interface that eliminated hours of work in an excel spreadsheet, the company reallocated that time to implement strategies designed to improve revenue performance. They were able to create custom geo-targeted waterfalls and explore new ad formats.

Paltalk is now expanding their revenue opportunity by adding native ad units into the app experience.
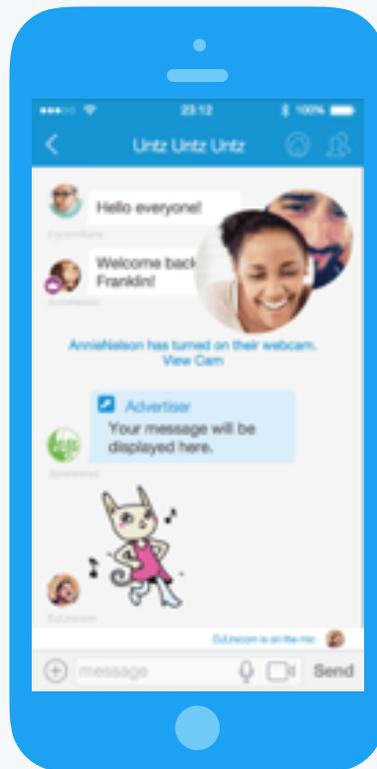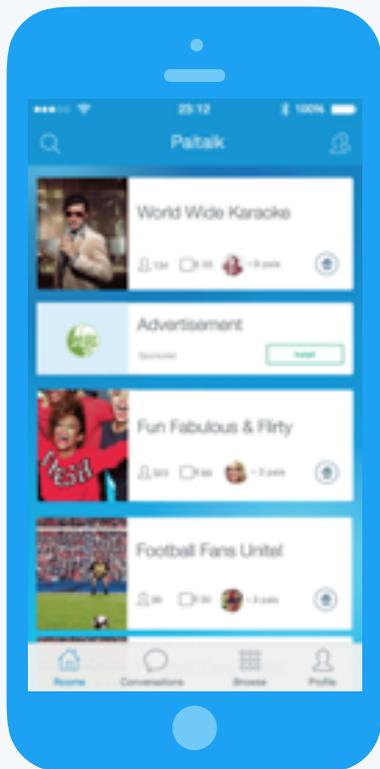
Example of MoPub Native Ads in the Paltalk app's chatrooms