

# Case study: MoPub Inventory Packages



## Driving performance with MoPub Inventory Packages

A top-grossing casual game developer chose Aarki to run a user acquisition campaign in order to further grow an already substantial user base. The campaign had specific CPI targets, ranging from \$5-\$10 CPIs, based on market and regional ROI.

## Results

After choosing to run the campaign on MoPub Marketplace and activating MoPub Inventory Packages, Aarki saw a:



**15%**

increase in install rate



**30%**

decrease in CPI



**30%**

increase in ROI



**3x**

developer's target ROI delivered

MoPub Inventory Packages is a targeting solution that acts as a supply-side filter, grouping ad requests that align with specific criteria into a single Deal ID that buyers can target.

In this case, Aarki leveraged five of MoPub's Inventory Packages as a foundation upon which to apply Aarki's unique buying technology. By providing a mechanism to efficiently target high-performing supply, MoPub Inventory Packages helped surface optimal inventory. This effectively segmented MoPub's total traffic into a subset of impressions that enabled Aarki's leading analytics, creative testing, and media buying tools to maximize performance while minimizing the total amount of traffic sent to the bidder.

**"MoPub's targeting solution enables us to target inventory that performs well for our campaigns. By taking advantage of Inventory Packages, we've seen superior campaign results for our clients —it helped them reach over a million users, delivering 3X higher than their ROI goal."**

—Kim Aquino, Director of Business Development & Marketing at Aarki

Campaign time frame: Q3 2017

# MoPub Inventory Packages used by Aarki

## High CTR Interstitial (Apps)

Top apps based on the average CTR of their interstitial units, refreshed every 24 hours

## High CTR Interstitial (Ad Unit)

Top interstitials by CTR, refreshed every 24 hours

## High Completion Rate - Skippable Videos

Top >15 second ad units by full video completion rate, refreshed every 24 hours

## High Completion Rate - Non-Skip Videos

Top <15 second ad units by full video completion rate, refreshed every 24 hours

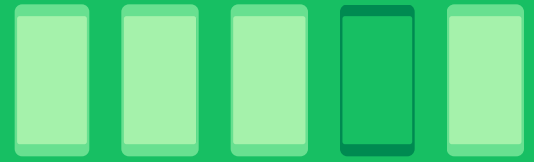
## New Apps

New apps to join MoPub in the last 30 days

## About

Aarki is a leading mobile-first DSP focused on delivering performance for brands, agencies, and app developers through unified optimization of creative and media. Using proprietary machine learning technology for performance optimization, Aarki delivers superior campaign results through the unification of dynamic creative optimization and programmatic media buying. Headquartered in Mountain View, California, Aarki is a global company with offices in London, Manila, Tokyo, and Yerevan.

MoPub, a Twitter company, is the leading monetization platform for mobile apps and provides access to high quality mobile audiences at scale for demand-side platforms and mobile marketers. MoPub Marketplace, our in-app exchange, enables DSPs and marketers to reach their audience through a powerful interface, strict supply quality and viewability measurement, and a transparent bidding experience. MoPub's flexible platform and world-class service bring strategic business insights and data-driven expertise to meet the evolving needs of publishers and buyers.



MoPub inventory packages create efficiency by grouping ad requests that align with specific criteria into a single deal ID for our buyers to target.



**Inventory Package**  
e.g. High Completion Rate - Skippable Videos