

Dynalyst finds native ads success in Japan with MoPub

May 2017

About Dynalyst

www.dynalyst.io

Dynalyst, which is owned by CyberAgent, is a DSP focused on dynamic targeting and re-engagement and retention for gaming apps. Based on users' in-app activities, Dynalyst's technology analyzes engagement level and creates segments automatically, then serves dynamic creatives to the right users at the right time. Dynalyst also offers a "GameFeed" feature focused on re-engagement for gaming apps. Dynalyst is based in Japan and is extending its business to global markets, including the U.S., Korea, Taiwan, and Hong Kong.

Challenge

Dynalyst wanted to engage app users with native ads, which match the look and feel of each app's user interface. Because Dynalyst works with many large gaming advertisers, finding a partner with native ad inventory at scale was crucial for success. Dynalyst works with several supply-side partners, but had trouble finding native inventory that could both scale and perform strongly in Japan.

Results

Dynalyst worked with MoPub to reach gaming apps users in Japan, finding that MoPub had the best-performing native supply. The average clickthrough rate (CTR) for native ads on MoPub was 167% higher than the average native CTR across all of Dynalyst's supply partners.



+167%

average native ads CTR on MoPub compared to average native CTR across all of Dynalyst's supply partners



+85%

average overall CTR on MoPub compared to average overall CTR across all of Dynalyst's supply partners



+39%

average conversion rate on MoPub compared to average conversion rate across all of Dynalyst's supply partners
conversion rate = users who installed and logged into the app after seeing the ad

"Native inventory on MoPub brings a higher performance than simple banner ads. MoPub is a very important partner because we can reach and communicate with high quality users; we expect to expand our impact in Japan in the future."
— Shinya Takimoyo, XFLAG GAMES Adtech Group Manager, Mixi Inc.

Makers of MonsterStrike, one of the top gaming apps in Japan, which uses Dynalyst to run native ads on MoPub.

Native ads

Native ads are high quality, content-driven experiences that engage consumers by matching the look and feel of an app's user interface. MoPub's native ad standardization allows advertisers to scale ad content across every native app on MoPub Marketplace by automatically re-assembling creative components to match each app's unique design and layout.

Native ads typically have five elements: title, icon image, text, main image, and call to action.

Dynalyst

