

Case study



FEO Media triples revenue in less than a month using MoPub's network mediation and real-time bidding exchange

Challenge

Founded in 2012 in Stockholm, the FEO Media team makes some of the most popular mobile quiz games in the world. QuizClash, FEO's flagship app, is available in 10 countries with over 21 million players. The app's growing popularity on iOS and Android offered the start-up a major opportunity to generate significant revenue through mobile advertising.

FEO Media quickly realized they faced inefficiencies with their current mediation platform and needed an upgrade. As a 10-person game developer, they did not have the resources to manually optimize their ad network partners. They needed a solution that would drive performance and be effectively managed by a small team. When evaluating other mediation platforms, FEO Media's top priorities were higher CPMs from automated optimization, an easy-to-use interface, and complete transparency into performance.

About FEO Media

- Headquarters in Stockholm, Sweden
- #1 Overall App - iOS and Android in Germany, Italy, Spain, Sweden, Norway, Denmark, Switzerland, and Austria
- 12 million daily active users
- Over 10,000 server requests per second for QuizClash

Goals

- Drive higher CPMs
- Increase visibility into per-partner performance
- Eliminate manual reporting

Solution

- Add 100+ demand partners through real time bidding
- Manage all partners through one reporting and trafficking dashboard

Solutions

FEO Media selected MoPub to maximize their revenue. The platform offered a comprehensive solution for managing key partners in addition to providing new demand through real-time bidding. Most importantly, MoPub created a single source from which to monitor performance data and reduced manual adjustments while driving more revenue.

Results



Drove dramatic increases in CPMs for all placements

3X

Tripled overall revenue

“Moving to MoPub for network mediation has been one of the most positive steps this year for the company; not only for increased revenue, but because of the additional control and transparency.”

- Henrik Wilstedt, CMO at FEO Media

Key results

The addition of real-time bidding combined with simultaneous optimization between bidders and ad networks quickly generated dramatic improvements to CPMs and overall revenue:

- Overall revenue tripled
- Full screen interstitial CPMs increased by 10x
- Banner ad CPMs tripled
- The velocity of experiments with new ad network partners doubled

3X

Tripled overall revenue

3X

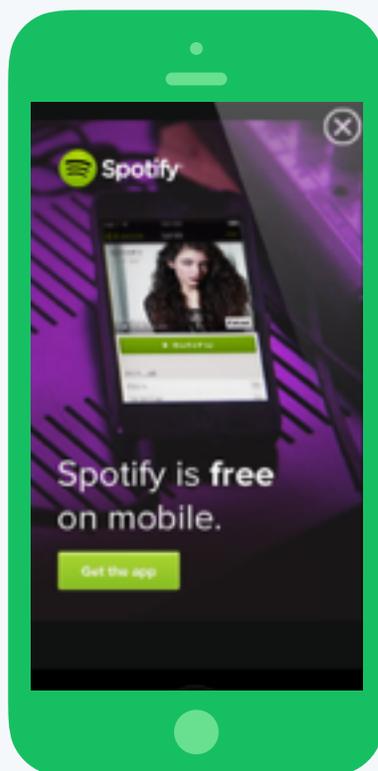
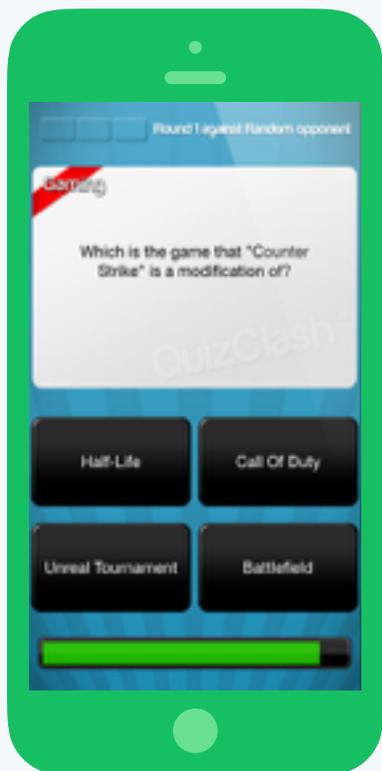
Tripled banner ad CPMs

10X

Decoupled full screen interstitial CPMs

2X

Doubled the velocity of experiments with new ad network partners.



Full Screen 480x320 Interstitial Ad

MoPub, a Twitter company, is the trusted, mobile-first monetization platform that powers a high-growth revenue strategy for mobile app publishers. MoPub's platform ensures publishers earn more revenue by combining powerful ad serving, flexible network mediation controls, rich ad formats, and access to the one of the largest sources of advertiser demand, MoPub Marketplace. MoPub Marketplace provides mobile publishers with unparalleled programmatic revenue and highly relevant ads by enabling buyers such as demand side platforms to reach a high quality audience on mobile apps through a powerful interface, strict supply quality measures, and a transparent bidding experience. MoPub's world class service and years of proven expertise benefit both publishers and DSPs with insights to grow their businesses and adapt to their changing needs.

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