

Clipbox case study

Clipbox sees 30% revenue increase with MoPub

Clipbox is a Japanese utility application that specializes in file management. It has over 18 million downloads from a user base across a wide range of ages.

Clipbox's revenue model relies on ad monetization through banner ads; thanks to this revenue stream, it is able to offer all app functionality to users for free.

Clipbox found that profitability through their ad network channels had started to stagnate. Clipbox decided to integrate with MoPub to diversify their monetization sources, and found that MoPub's effective mediation combined with programmatic competition through MoPub Marketplace provided increased demand for their inventory — resulting in a significant revenue uplift.

Results:

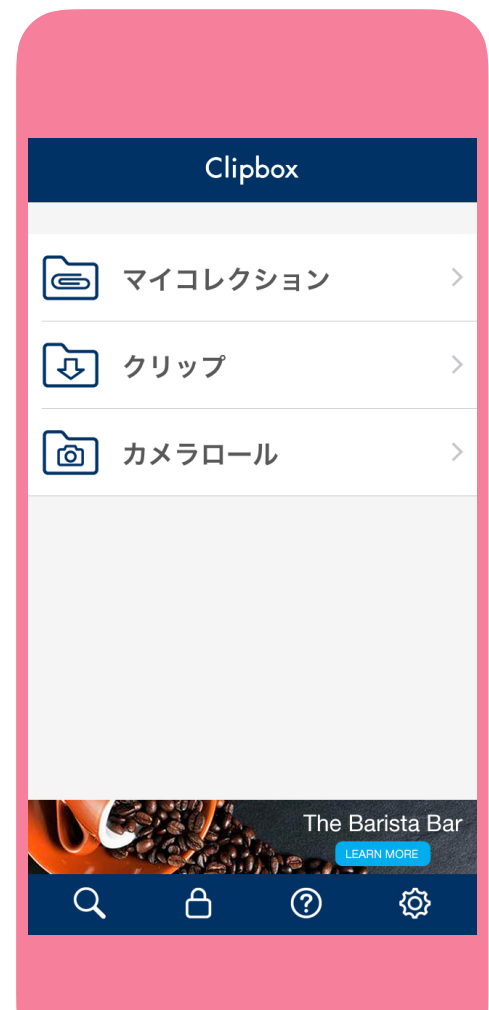
30%

increase in revenue after integrating with MoPub*



“We integrated MoPub for the purpose of improving profitability, and saw an increase of revenue of about 30%. We have been using MoPub with confidence not only because of the support we received during integration, but also the continued optimization advice after launch.”

– E.N., Media Division Manager, Kanematsu Granks, Corp. (makers of Clipbox)



*Average monthly revenue, November 2016-January 2017 vs. May-June 2017