9GAG: Success with native ads

Case study
April 2017

9GAG is a leading global millennial content platform based in Hong Kong, with popular apps for iOS and Android. 9GAG works with MoPub to monetize their apps with native ads.

Results
After switching to MoPub

+20% eCPM lift

+18% revenue uplift*

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.

*Average eCPM and revenue per day, August-December 2016 vs. January-April 2016.

"MoPub gives us the support and service that allows us to focus on the important things: optimisation and increasing revenue. We've seen double digit growth in both our eCPMs and overall revenue after switching to MoPub."
— Vincent So, Director of Programmatic, 9GAG

"We chose MoPub because of the combined power of their mediation and RTB solutions. MoPub mediation supports all the major native ad networks we want to work with, and is able to allocate traffic in the most efficient way to increase our overall revenue yield. MoPub Marketplace also provided strong demand through RTB, and we found the MoPub platform to be the easiest to use."
— Yan Yeung, Ad Operations, 9GAG