



Skout chose MoPub to power a more sophisticated monetization strategy. Revenue and eCPM increased 50% by partnering with MoPub.

Challenge

With millions of global users, Skout is the leading location-based mobile application that enables users to instantly connect with one another based upon proximity. Maximizing the advertising opportunity created by that combination of audience size and location data requires a sophisticated monetization platform.

The ad platform deployed with the original app launch in 2009 lacked the flexibility and tools to experiment with emerging location-based ad networks. Skout also needed the ability to customize the network waterfall by country and direct ad serving capabilities to capture brand opportunities.

The success metric for a platform change was increased eCPM across inventory segments. Identifying the demand partners that best leverage the data passed by the Skout app was an additional objective.

Results

50%

increase in revenue and eCPM by partnering with MoPub

About Skout

- San Francisco, CA
- Top 25 Social - Android
- Top 50 Social Networking - iOS
- 4.5 stars, 140K+ reviews in iTunes
- Community spans more than 100 countries

Goals

- Increase eCPM by upgrading to a more sophisticated monetization strategy
- Experiment with a broader range of ad network partners
- Effectively leverage app location data to maximize yield
- Add direct sales capabilities

Solution

- Integrated MoPub platform to create a more granular network waterfall
- Added new demand from Real Time Bidding
- Experimented with new ad networks through MoPub Custom Events

Solution

The MoPub team combined a comprehensive feature set and hands-on client services to deliver against Skout objectives:

- Use MoPub Marketplace and server-to-server ad networks to maximize fill rate
- Geotarget and frequency cap ad networks to improve performance by country
- Leverage Custom Events to integrate and mediate ad networks not bundled with the MoPub SDK
- Hands-on collaboration with MoPub Technical Account Management and Client Services to ensure the ad network partners performed correctly
- Active, transparent participation in Marketplace, MoPub's real time bidding exchange

“We believe in a free service; chatting should be free, meeting new people should be free. The advertising part of the business helps us invest in services that our community likes.”

- Niklas Lindstorm, CTO and Co-Founder, SKOUT, Inc.

“The MoPub custom events feature gave us the flexibility to experiment with lots of location-based networks. The top three networks in our waterfall are currently supported by this product.”

- Jimmy lee, Sr., Director of UA and Monetization, SKOUT, Inc.

Key Results

Revenue and eCPM has grown by 50% since partnering with MoPub. Skout identified and maintains the company’s top three ad network partners through the Custom Events feature; all are tightly focused on location based data.

Marketplace accounts for 40% of Skout ad revenue. The combination of location data, strong click through rate, and tablet inventory makes these impressions highly coveted within the exchange.

The flexibility and controls offered by the MoPub platform have enabled Skout to greatly expand their network portfolio. The company currently works with more than fifteen different partners to ensure high fill rates and maximum eCPM. Direct sales account for an increasingly meaningful portion of the revenue; hundreds of campaigns have been trafficked through the system in 2013.



Examples of 320x50 banner on in the Skout iOS application

117%

Increase in daily ad revenue within 14 days

50%

Increase in overall CPMs for banner ads within 14 days

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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