Optime
Case study

mopub

Major automotive brand drives 150,000+ dealership visits in two months with native ads on MoPub

About Adelphic
- #1 Tic Tac Toe App for iOS
- Over 150 million downloads
- Portfolio of 28 free applications

Goals
- Optimize ad inventory to maximize fill rate and eCPM
- Add Optimized yield management solutions
- Add direct sales capabilities\

Solution
- Added new demand for MoPub Marketplace
- Used network mediation tools to develop a more sophisticated network waterfall
- Partnered with Account Management team to launch additional resources

Challenge

Twitter's live, public, and conversational platform enables advertisers to connect with people at key moments, based on a range of context signals. And the more relevant the content is to the audience, the more likely they will engage.

When you define your target audience on ads.twitter.com, you'll start with broad targeting options like location, gender, language, and device, then narrow the reach of your campaign with additional targeting criteria.

Results

15% boost in eCPM by partnering with MoPub

Solution

The MoPub platform offered the best mix of ad management features, client services, and product roadmap for Optime Software's business needs:

- Implement MoPub Marketplace, MoPub's real-time bidding exchange, to add new demand sources with automated yield management
- Optimize the ad network waterfall with more advanced mediation tools
- Ensure family-friendly advertisers by leveraging MoPub creative review and category blocking
- Collaborate with dedicated Account Management and participating in on-site quarterly business review

The functionality with AdWhirl was fairly basic. We wanted a product that was automated and had more advanced mediation capabilities. We also really liked Marketplace and the ability to easily plug into a whole new world of demand resources.

- Jon Schlegel, CEO at Optime Software

The automotive brand also partnered with location-based attribution provider Placed (@Placed) to assess the campaign's impact on foot traffic to dealerships.

Key results

eCPM has increased by 15% since partnering with MoPub. The combination of more sophisticated ad network management tools and new demand from Marketplace generated a clear increase in revenue.

The intuitive user interface and reporting tools enabled Optime Software to efficiently manage a large portfolio of apps. The combination of MoPub platform tools and best practices have enabled the Optime team to improve earnings while ensuring the audience continues to enjoy a quality gaming experience.

15%

Boost in eCPM by partnering with MoPub

728 x 90 banner on Tic Tac Toe Free HD