# LOTUM GmbH

## Case study

mopub

## Partners with MoPub and grows daily revenue by 42%.

**Challenge**

Germany-based team LOTUM made a huge splash in the app market in 2013. As a hot app triggers a massive upswing in ad inventory, the opportunity to maximize the revenue potential before the audience cools may be fleeting. Deploying a sophisticated ad serving platform and a broad array of monetization partners is a critical step in capturing that opportunity.

LOTUM found themselves squarely in this situation in March 2013. Their game, 4 Pics 1 Word, exploded to the top of both app stores. As ad inventory grew exponentially, the company realized that they needed to upgrade to a more sophisticated mediation solution to capture the true revenue potential offered by this hit title.

## Results
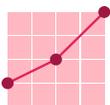
**15%** boost in eCPM by partnering with MoPub

**About LOTUM**
- #1 Overall App - March, iOS
- #1 Games App - February, Android
- Global Hit, Global Audience
- Over 500,000 total ratings

**Goals**
- Maximize massive earning potential
- Retain audience and ensure positive user experience

**Solution**
- Used network mediation tools to develop a more sophisticated network waterfall
- Added video ad networks using Custom Events feature
- Added new demand from Real Time Bidding

**Solution**

The MoPub team combined a more expansive set of network mediation tools and real-time bidding to increase competition for LOTUM inventory, driving up eCPM and overall revenue:

- Added 13 ad networks to the waterfall
- Supported high-value video interstitials from Vungle and Applifier
- Leveraged MoPub support for Chartboost to mediate their game-focused network with other partners
- Used network geo-targeting to segment the waterfall into 16 geo-based segments
- Added new demand from real time bidding through MoPub marketplace

*We needed a product with more sophisticated mediation capabilities.  We also really liked the incremental revenue from Marketplace and have found that to be a top performing component of our ad strategy.*
*- Sebastian Schmitt*
  *CEO at LOTUM GmbH*

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

LOTUM experienced a 42% growth in daily ad revenue by partnering with MoPub.  The combination of Marketplace and geo-targeted ad networks significantly increased inventory value.

MoPub client services also worked with the LOTUM team to successfully integrate new features, such as soft price floors and Chartboost support.  The team also outlined a plan to add banner ad units into non-intrusive placements throughout the app, increasing available inventory by 200MM+ impressions.

MoPub also powered the ad serving behind True or False, the #1 app released in July 2013.

# 42%
boost in eCPM by partnering with MoPub