

Case study



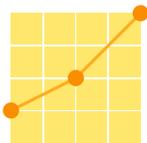
AticoD partners with MoPub's dedicated account management team and grows revenue by 117% in 14 days

Challenge

AticoD develops the popular Android and iOS app, LogosQuiz. Despite LogosQuiz's popularity and recent user growth, AticoD struggled to improve its daily ad revenue per user.

Because the publisher wanted to make the right decisions to improve their advertising operations, they turned to MoPub for advice to optimize their account.

Results



Daily ad revenue increased by 117% in 14 days

50%

Increase of CPMs for banner ads

About AticoD

- Headquarters in Pamplona, Spain
- #1 Gaming App in over 42 countries on iOS and Android
- UK, USA, Canada, Brazil, Spain, Italy, France, Australia, and Mexico
- Million daily active users

Goals

- Increase ad revenue per user
- Optimize the apps monetization strategy

Solution

- Dedicated account management team
- Custom recommendations for optimizing ad operations
- Adding interstitial ad inventory on the app

Solutions

Upon signing with MoPub, AticoD was assigned a dedicated account management team which included the following:

- Solutions Engineer
- Technical Director
- Account Manager
- Revenue Manager

After integrating the MoPub SDK into the LogosQuiz app, AticoD was given UI training, additional context around key data points, and custom recommendations for optimizing its revenue from MoPub Marketplace. These custom recommendations included:

- Geo-targeting traffic to generate higher CPMs for
- Optimal price floors for specific regions to maximize fill rates and revenue
- Creating additional revenue opportunities via fullscreen interstitial ads

“We have noticed a considerable increase in revenue since working with our account manager at MoPub. All I can say is thank you for helping our company optimize our monetization strategy.”

- Iñigo Perez Estarriaga, Marketing Manager, AticoD

Key results

AticoD was able to easily implement the recommended optimizations with MoPub’s simple UI and in turn, the publisher saw immediate results.

- Daily ad revenue increased by 117% within 14 days
- Overall CPMs for banner ads increased by 50% within 14 days

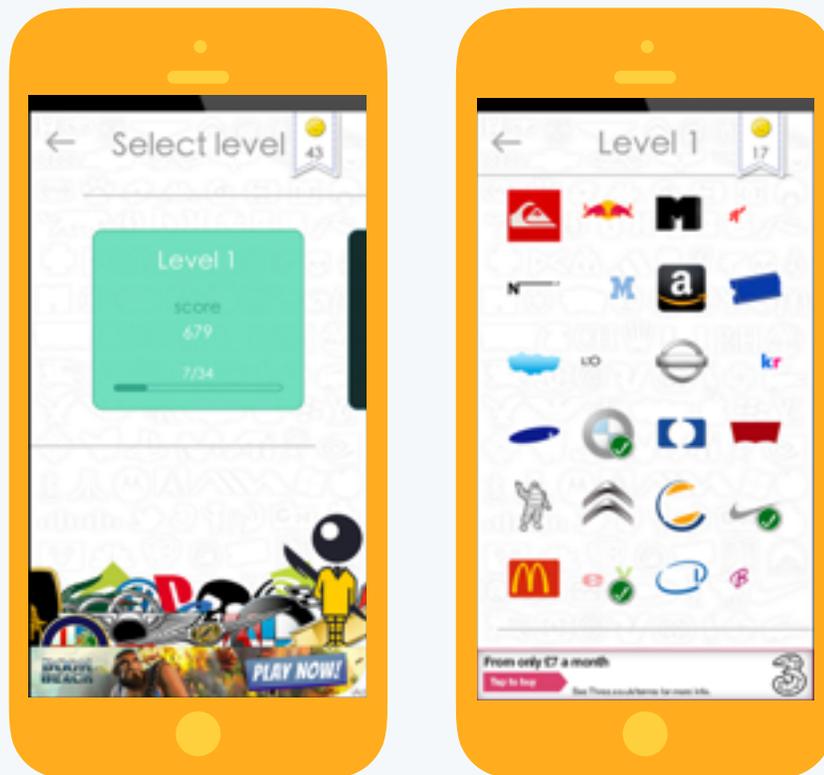
Based on the success it received from MoPub’s dedicated account management team, AticoD will be implementing the MoPub monetization solution on its other apps, FlagsQuiz and OlympicQuiz.

117%

Increased daily ad revenue within 14 days

50%

Overall CPMs for banner ads within 14 days



Examples of 320x50 banner ads in the LogosQuiz app

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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