

Case study

Using MoPub Inventory Packages, a major international e-commerce brand drove traffic that resulted in increased purchases



To increase purchases, a major international e-commerce brand partnered with iMOMAD, a performance advertising company, who collaborated with Jampp, a demand-side platform (DSP) that combines behavioral data with predictive and programmatic technology.

Knowing they could reach the client's target audience in mobile apps, Jampp chose to run the e-commerce campaign on MoPub Marketplace (the leading in-app real-time bidding exchange) using MoPub Inventory Packages. MoPub Inventory Packages use advanced algorithms and proprietary data to intelligently segment the 49,000+ apps that work with MoPub, allowing discerning DSPs to more efficiently find the traffic that best fits their campaign needs. Jampp combined behavioral data, predictive technology, and MoPub's proprietary, intelligent packages to boost performance well beyond campaign goals.

As a result, the e-commerce client was able to reach the right audience with the right message in the right context. The campaign grew brand awareness and resulted in a significant increase in purchases.



14.01%
CTR



3,000+
purchases



10%
conversion rate during
the life of the campaign

“MoPub Inventory Packages proved to be the best solution for our campaigns with iMOMAD. The product provided unique inventory and high quality results at scale, which allowed us to exceed advertisers' KPI expectations. Being able to deliver quality performance at high scale was a huge win for everyone involved.”

– Uri Lichtmann, Head of Supply at Jampp

“One of the best things about working with Jampp is their proactive approach to both new technology and new inventory. In this case, they offered to test MoPub's new Inventory Packages which along with their predictive bidding technology helped us reach a 14% CTR and drive over 3,000 purchases on a single campaign.”

– Kyoojin Yeo, Engagement Specialist, iMOMAD