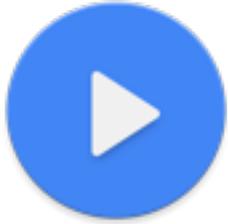# MX Player

Case study

J2 Interactive sees 15% increase in mobile app revenue by unlocking new ad sources

Challenge

J2 Interactive developed MX Player, a highly rated Android app that provides a first-class movie-viewing experience with over 100 million downloads in the Play Store. J2 was working with a major ad network but realized that leveraging just one ad source would prevent them from growing enough revenue to meet their goals.

To bring their monetization strategy to the next level, J2 wanted a platform that would maximize their eCPMs and offer the support of a dedicated account team that could provide them with deeper insights into how to improve their overall ads strategy.

Results

Tripled daily revenue during the month of December

Generated **54%** of December revenue from brand advertisers

About MX Player
- Over 1.7 billion ad requests/month
- Developed in Seoul, Korea
- MX Player on Android
- +100MM Downloads
- 4.5 stars, 2.8 MM reviews

Goals
- Drive significant increase to mobile ad revenue without decreasing fill rate
- Learning additional monetization strategies

Results

Korean app publisher J2 Interactive saw a 15% increase in banner ad revenue simply by switching to MoPub to monetize mobile app inventory. J2 diversified its advertising sources among several ad networks and MoPub Marketplace, thereby maximizing their eCPMs and driving more revenue.

Solution

While on boarding, J2's new client services team shared industry best practices and demonstrated how to make the most from app inventory. The account team helped J2 integrate MoPub's open source SDK into their app and they soon discovered that diversifying advertising sources grows revenue much faster than working with a single ad network. They worked with MoPub's client services team to set up and manage competing* sources of advertising through network mediation and MoPub Marketplace. J2 was able grow revenue by leveraging MoPub's powerful monetization solutions, a dedicated support team, and open source SDK technology.

"MoPub helps me make more revenue and my dev team trusts their technology because the open source SDK is clear and transparent."

*Enabling network mediation and MoPub Marketplace connects live campaigns to thousands of global advertisers competing for mobile app inventory.