

Jorudan case study

Popular Japanese app Norikae Annai finds success with MoPub's flexible, full- platform monetization solution

Jorudan Norikae Annai is a popular route search/navigation app with 5 million monthly active users in Japan. Their monetization strategy includes driving revenue from both in-app purchases and advertising.

Prior to using MoPub, Jorudan worked with only a few ad network and exchange partners. They were happy with the performance, but were concerned about being heavily dependent on a limited number of companies; they wanted to continue to grow and maximize their revenue by having more options and increasing competition for each ad impression. The scale of demand sources available through MoPub, through both flexible ad network mediation and a leading real-time bidding exchange, was a key factor in Jorudan's decision to work with MoPub.

Results:

20-40%

higher eCPMs*

- Ability to create adapters for third-party demand sources
- Access to 180+ DSPs globally

*Compared to Jorudan's other SSP partners, for banner ads.



“The biggest advantage of working with MoPub is **choice and flexibility**. MoPub's platform provides app publishers with many options to improve performance, including **flexible mediation controls** such as multiple ways of setting up price floors. If you have the technical capability, you can develop adapters for third-party demand sources. It is fascinating to be able to increase the number of mediation partners and choices.

Using **MoPub Marketplace** [MoPub's real-time bidding exchange], we've also found demand from global partners that we hadn't known about before, and performance from these new sources has been high. It is very interesting to see **new choices** for increased performance.”

– Yasuaki Akatsu, Media Division Manager,
Jorudan Co., Ltd.

