

## Case study



## Partnering with MoPub for advanced creative controls and outstanding client services, Pixelinlove continues to grow monthly ad revenue by 19%

### Challenge

Based in London, Pixelinlove develops a popular flashlight app for iPhone called iTorch Flashlight. As one of the fastest and brightest flashlight apps available for iPhone, iTorch Flashlight experienced rapid growth since launching in 2010. Pixelinlove capitalized on the app's success by leveraging a mediation platform for mobile ad revenue.

When Pixelinlove's mediation platform gave notice it was discontinuing its service, Pixelinlove had to quickly evaluate alternatives and implement an ad serving solution that would help the company with its monetization needs. Pixelinlove worked with multiple ad networks and wanted to make sure the solution it adopted could support all of its third-party networks and maximize revenue efficiently.

## Results

12

Months or more of impressive service

19%

Increase in monthly ad revenue

48

Business hours for creative resolution

### About Pixelinlove

- London, United Kingdom
- #1 Utilities App - iOS in Australia, France, Italy, United Kingdom, and United States
- 1 million daily active users
- Over 100,000 Ratings

### Goals

- Select a monetization platform that supported network mediation
- Efficiently maximize revenue
- Protect user experience from bad ad creatives

### Solution

- Creative review and creative flagger tools
- The bundled SDK that included pre-built support for multiple networks
- Dedicated account management team

Since user experience was a high priority for Pixelinlove, the developer sought a solution that not only provided incremental revenue but also had strict enforcement policies to mitigate ad creatives that were unacceptable for its users.

### Solutions

With user experience and satisfaction as its foremost priority, Pixelinlove selected MoPub for its creative controls and superior customer support that were not available with other mediation solutions in-market. Creative Review: In the user interface, Pixelinlove could efficiently review ad creatives that were shown on its app and block any unacceptable ads from being shown again. Frequency Capping: To ensure its users weren't served excessive number of ads, Pixelinlove set-up frequency capping for its ad units in MoPub.

**“My account management team has been critical to our success on the MoPub platform. They’ve been extremely responsive and efficient when troubleshooting ad creative issues.”**

- Andrea Ottolina, Ap Developer, Pixelinlove

Creative Flagger: Built directly into the MoPub SDK, the Creative Flagger enabled Pixelinlove the ability to easily flag and report inappropriate ads to the Policy team at MoPub. Pixelinlove integrated MoPub to mediate all of its demand sources, from its existing ad networks to the 100+ demand sources on MoPub Marketplace. The MoPub bundled SDK included pre-built adaptors for its ad network partners and server-to-server integrations for additional demand. MoPub also offered dedicated account managers to provide Pixelinlove with integration support, optimization insights, and industry expertise to grow revenue.

## Key results

Pixelinlove has continued monetizing on the MoPub platform for over 12 consecutive months. The company’s dedication to the platform exemplifies the responsiveness and quality of service from MoPub’s client services team, a service available to all of MoPub’s publisher partners.

- Reported creative violations were identified and resolved within 48 business hours.
- Quarterly business reviews with dedicated account managers provided Pixelinlove strategic insights to implement new revenue opportunities.
- iTorch Flashlight continues to generate increased monthly ad revenue by 19% and earn generous CPMs on MoPub Marketplace.



Example of 320x50 banner ad

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.