

Case study



Resignation Media chose MoPub to power direct sales and yield management. Mobile grew from 5 to 50% of total ad revenue since partnering with MoPub.

Challenge

Even sophisticated online publishers face unique challenges when expanding their monetization footprint to mobile.

In the five years since launch, theCHIVE built a large, passionate audience and successful online advertising business. As that audience increasingly shifted their consumption behavior to apps and mobile web, the company needed a more sophisticated monetization solution that could scale with its rapidly growing mobile user base.

The success metric for a platform change was a significant increase in ad revenue from mobile properties. Developing in-house expertise in mobile monetization was also a significant factor behind the decision making process.

Results

50%

increase in Mobile total ad revenue from 5 percent since integrating with MoPub

About TheChive

- Resignation Media; Venice, CA
- iOS, Android, Mobile Web
- Top 10 Entertainment - iOS
- Top 25 Entertainment - Android top 100 - iOS Free Apps

Goals

- Drive significant increases in mobile ad revenue without impacting user base
- Manage direct sales, house ads and remnant partners in one dashboard
- Attain and sustain comprehensive expertise in mobile monetization

Solution

- Integrated MoPub platform to manage apps and mobile web
- Partnered with Account Management team to create in-house best practices

Solution

The MoPub team combined a robust feature set, hands-on client services, and documented best practices to deploy a mobile focused solution that delivered against theCHIVE goals and resources:

Efficiently allocate inventory between direct sales, cross promotion, and remnant partners
Simplify ad operations by supporting iOS, Android, and Mobile Web in a single platform
Support a large number of established ad networks
Add new demand partners through real-time bidding
Collaborate with dedicated Account Management and conduct on-site quarterly business reviews

“MoPub offered a very comprehensive, easy to use solution with excellent account management. They’ve been a great partner and have provided solutions to all of our challenges.”

-Mike Santa Cruz, Ad Ops Manager, theCHIVE

“As my business grows, my optimization needs grow. i really enjoy (and use) the premier level account service and I am in daily contact with my account manager over the phone, Skype, and email.”

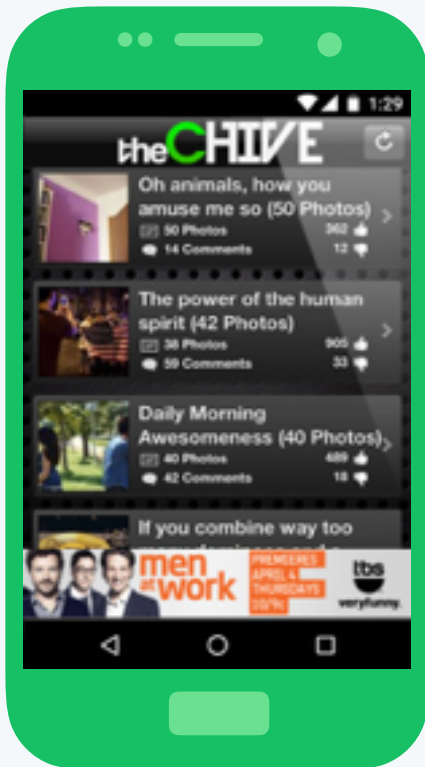
-Eric Spielman, VP of Mobile, theCHIVE

Key Results

Mobile has grown from 5% to 50% of theCHIVE overall ad revenue since integrating with MoPub.

The company is consistently among the top five performers in Marketplace, MoPub’s real time bidding exchange. The combination of audience demographics and openness to entertainment and gaming advertisers makes the inventory highly coveted within the exchange.

Revenue growth enabled the company to invest in a full-time mobile business unit focused on new development and monetization. resignation Media has also integrated MoPub across their entire app portfolio.



Examples of 320x50 banners on theCHIVE mobile website and iOS application

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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