Case study

theScore chose MoPub to power direct ad serving on its award winning sports app. They spent less time trafficking, delivered more direct campaigns and increased remnant eCPM by 25%.

Challenge
Even the best sales teams are challenged to sell 100% of the inventory created by a global audience. theScore enjoys this exact challenge, having built a massive audience of passionate and engaged sports fans through its personalized user experience cultivated from its in-depth coverage of 15,000 players, 800 teams, and 20 leagues.

As an award winning premium property, direct sales to premium brands represents a significant component of their advertising opportunity. theScore needed a robust mobile ad server capable of delivering sophisticated brand campaigns, plus the ability to maximize the value of any impressions not sold to direct advertisers.

Goals
- Reduce time spent managing direct sold campaigns
- Increase overall eCPM earned from mobile
- Seamlessly deliver high value sponsorships and rich media items
- Improve Remnant performance banner inventory

Solution
- Integrated MoPub platform to manage direct sales and remnant in a single dashboard
- Aggressively using Line Item Priorities to deliver high dollar sponsorships
- Using MoPub Marketplace and server-to-server ad networks to maximize fill rate

Results
Gained efficiencies while successfully delivering more direct campaigns

25% Gain in eCPM for remaining remnant inventory

“The overall process of creating campaigns is definitely more intuitive, thanks to our partnership with MoPub.”
- Victoria Blainey, Sr. Manager Ad Operations, theScore
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.

Key Results

The intuitive design of the MoPub UI created efficiencies for the ad operations workflow at theScore. The company is successfully delivering more direct campaigns while spending less time trafficking and reporting. Direct sales now accounts for 1/3 of inventory usage on the Score mobile apps, including sponsorships from top brands like Nike, Porsche, Corona and The Home Depot.

eCPM from the remaining inventory has increased by 25%, most notably by gains in fill rate from additional ad networks and dynamic impression optimization through real-time bidding.

The ongoing partnerships between theScore and MoPub are focused on defining additional high value features, such as the recent launch of daypart targeting.

“We've been closing some really good campaigns based on MRAID creative support, which is a seamless trafficking process in MoPub.”
-Victoria Blainey, Sr., Manager Ad Operations, theScore

Examples of 320x50 banners on theScore Android and iOS application

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