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SUCCESS STORY

How a Sports Entertainment
App Doubled Revenue by
Monetizing Unsold Ad Spaces

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The Challenge

Chocolate's client is a leading sports entertainment app, having over 500 thousand downloads. It provides live updates, latest news, scores, etc. The developers goal was to:

◆ Maximize Revenue by capitalizing on Unsold Ad Inventory

◆ Ensuring High User Satisfaction. This was a priority while framing new monetization strategy

◆ Maximize revenue contribution of non-paying users

◆ Implement alternative ad formats to improve app's fill rates

The Solution

The developers found the appropriate solution in Chocolate Ad Mediation platform. The problem of unsold inventory was resolved by implementing:
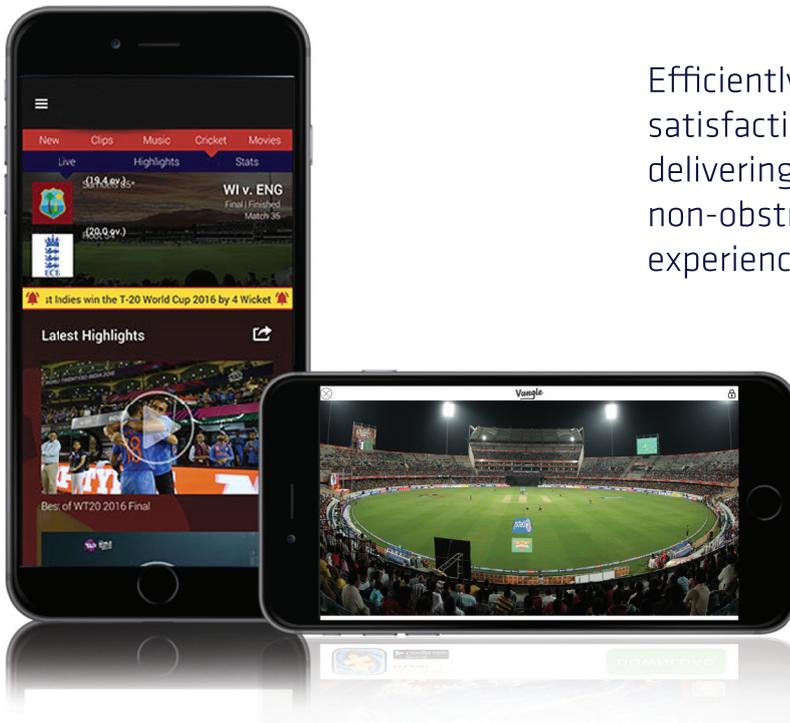
Universal Auction Technology

Competitive Demand Sources

Full-screen interstitial video ad format

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The developers were now able to:

Alleviated losses from traditional waterfall model and increase eCPM

Add an inflow of higher ad revenues through the new premium demand sources

Efficiently manage user satisfaction levels by delivering a viewable / non-obstructive experience

Effectively pull advertisers to place video ads inline with content

The Results

2X
Increased
Ad Revenue

3X
Higher
Fill Rates

3X
Improved
eCPM