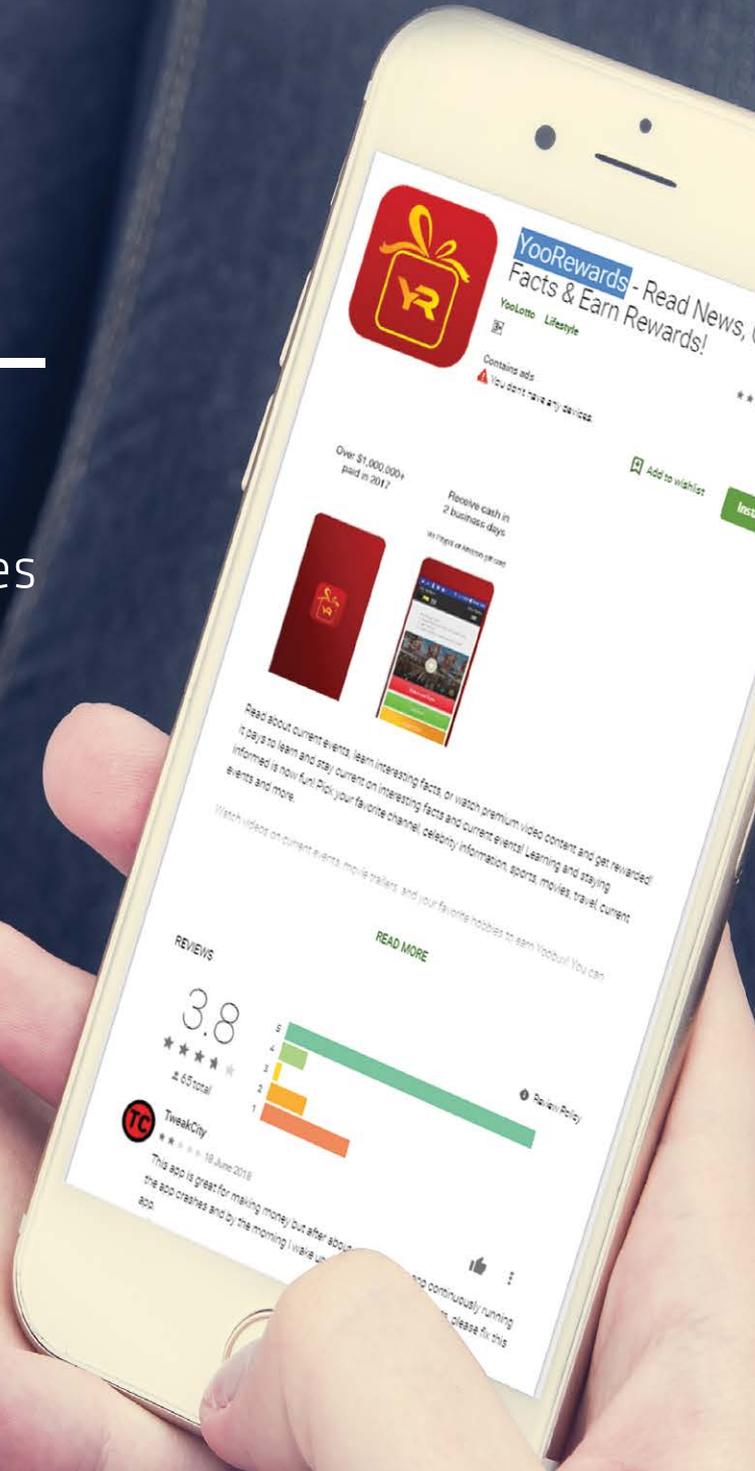


SUCCESS STORY

Chocolate Ad Mediation Helps Yoolotto Create a Continuously Growing Stream of Ad Revenues





“CHOCOLATE IS A NEW AGE AD MEDIATION PLATFORM, BUNDLED WITH LATEST AND ADVANCED FEATURES. IT PROVIDES PERSONALIZED ACCOUNT MANAGEMENT WHICH MAKES IT A GREAT PARTNER TO WORK WITH.”

ELMER CHA

Co-founder and Chief Creative Officer, Yoolotto

About Yoolotto

With over 700 thousand users this lifestyle app allows you to win \$1 Million every week. Yoolotto is loved by users for - its new and refreshing content and the opportunity to make a fortune doing what they enjoy. Users can read about current events, learn interesting facts, or watch premium video content and get rewarded! The app has been created by a highly skilled team of developers and designers offering the best 'Watch & Earn' user experience! Yoolotto has received solid 5 stars in the App Store with glowing reviews.



The Challenge

Integrating & updating different ad networks

At the turn of the century the best solution for monetization for free-to-play apps was integrating a range of different ad networks. The more the networks the higher was the demand for the in-app inventory translating to higher eCPMs. This was a major problem as managing multiple ad networks, SDKs, and optimizing each ad impression was time consuming and tedious.

More over the traditional waterfalls model used for deal management in case of ad networks led to significant loss of ad revenues.

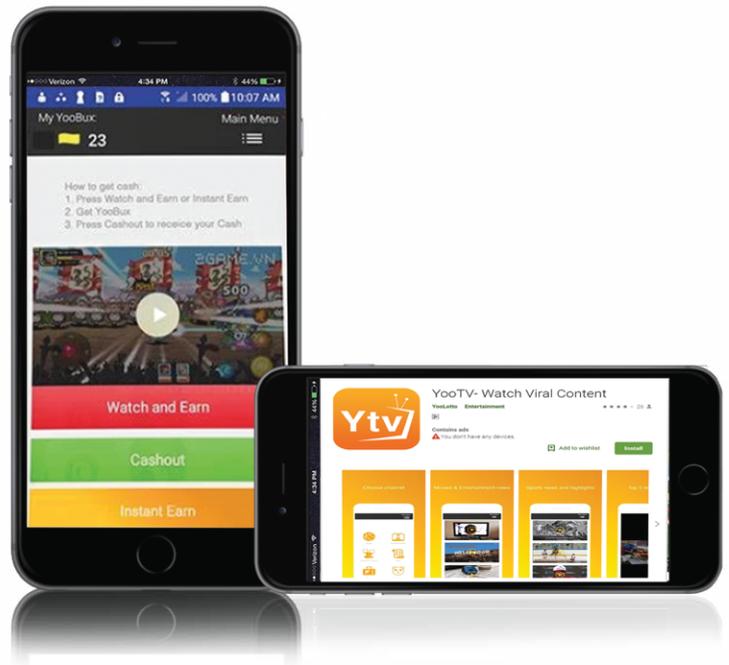
Yoolotto, therefore decided to try **ad mediation** which is a **holistic solution** that comes **bundled with a no. of mediating ad networks**, is easy to use since only **1 SDK** is integrated and supports **innovative ad formats**.

The Solution

One Single SDK and The Right Ad Formats

On integrating Chocolate Ad Mediation SDK, the Yoolotto team could focus on acquiring new users and improving the content for their app rather than hassle about monetization. Leveraging our cutting-edge technology and features empowered Yoolotto with an end-to-end monetization solution.

To balance between user engagement and ad revenues, Chocolate team recommended serving innovative video ads like **rewarded videos** to Yoolotto's customers. The developers noticed that rewarded videos not only **drove interaction** but led to a significant surge in **completion rates**. Using **effective video ads** resulted in increased ad revenue and more star ratings for the App.



The Results

Elated & satisfied with the results delivered by Chocolate Ad Mediation, Yoolotto has decided to integrate more apps with our SDK.

93%
Fill Rate

Enabled Bids from
New Demand
Sources, Creating
a New & Increased
Revenue Stream

More
5-Star
Reviews