WetterOnline increases revenues up to 20% with Transparent Ad Marketplace

Mobile Deluxe integrated a single APS SDK that provided access to real-time demand from Amazon and existing partners, along with access to new demand partners.

Mobile Deluxe is one of the top developers of freemium games. With popular games like Solitaire Deluxe®, SolitaireDeluxe 2® and Big Win Slots® on iOS and Android, millions of people have enjoyed Mobile Deluxe's games since 2003.

Based in Santa Monica, CA, Mobile Deluxe has been working with Amazon since 2014. In April of 2019, they transitioned from the Amazon Mobile Ad Network (AMAN) to Amazon Publisher Services (APS) and implemented the Transparent Ad Marketplace (TAM) SDK, the in-app equivalent of header bidding.

Comparing the same period year-over-year, with APS enabled, Mobile Deluxe saw a 172% increase in Amazon programmatic demand impressions served, a 183% lift in eCPM and a 6x increase in total earnings.

We interviewed Sean Thompson, VP of Production at Mobile Deluxe, about the company's app monetization strategy.

Tell us a bit more about Mobile Deluxe and your monetization strategy.

We've been doing mobile solitaire and casual games for our entire life as a company. We are primarily ad monetized, with impressions tilted heavily toward banners and revenue split between banners and interstitials/video. Our games tend to have extremely long sessions, with over 100 impressions per user per day on Solitaire Deluxe 2®, so finding high quality banner fill at a high eCPM while still maintaining a high fill rate is critical for our success.

You were already working with Amazon (i.e accessing Amazon demand through the AMAN), so why did you decide to integrate with APS?

We were already working with Amazon, but heard from a fellow mobile app publisher that they saw significant revenue uplift with APS (over AMAN). Hearing that, we decided to give it a try ourselves.

6x increase in earnings

What is the advantage of TAM for your app? Any specific feature or service that really makes a difference for you?

There are two really big advantages that we get from TAM right now. The primary advantage is the way TAM's auction structure fits into MoPub's waterfall. The integration is optimized for high ad revenue and eCPMs. What's really driving the eCPM increase is the fact that we have 90 discrete line items set up where the auctioned impressions can slot into our waterfall. The way traditional waterfalls work limits the upside of each impression because the mediator is going off of a historical average eCPM to give networks the chance to fill. For example, under a traditional waterfall setup Amazon might value a specific impression for a specific player at $2.00, but never get a chance to fill it unless the ad request makes its way down

the waterfall to their historical average eCPM, which could be lower than $2.00. That ad request could be filled by another network at $1.50, which is a missed opportunity for us to maximize revenue on that impression. With TAM having 90 price points in the MoPub waterfall, APS has a chance to bid on every ad request that comes through, so Mobile Deluxe has a better chance at maximizing revenue on every impression. Filling that request at a $2.00 CPM, even though the average APS eCPM doesn't reach that level, really drives the overall average eCPM higher. So, the auction nature and line-item integration with MoPub is a really big advantage.

The other big advantage of TAM is the additional partners that we were able to turn on via server-to-server connections. It was a pretty significant lift for us to be able to turn on AppNexus, Verve and district m as brand new partners. This also applies to partners we were already working with such as Rubicon and OpenX. We turned them on through TAM as well, because we think they can benefit from the auction capability that lets them bid on every ad request. For us as a publisher, to be able to bring on additional demand via a server-to-server connections

without having to integrate another SDK (which would otherwise increases our file size and requires maintenance going forward) is a big win. And being able to bring them all into a more advanced auction environment is just gravy. With the added partners, we saw a 9x programmatic revenue uplift via APS.

> *As a publisher, to be able to bring on additional demand via a server-to-server connections without having to integrate another SDK is a big win.*

What other strategies do you plan for the future to increase revenue?

One of our near-term steps is to integrate TAM interstitials and video. Our interstitial/video inventory has grown over the last few years and we're excited to add the high quality brand focused demand that we know TAM will deliver. In addition, we are exploring other ad networks that we could bring into TAM, again giving us more opportunity to take advantage of a unified auction.