imgur

Imgur finds success with in-app header bidding by using Amazon Publisher Services

Imgur used Amazon Publisher Services (APS) to enable incremental bidding outside the traditional waterfall, monetizing billions of impressions each year. Programmatic revenue increased significantly month over month and now commands an eCPM north of $2.

Imgur is the easiest way to discover the magic of the Internet. It's where you'll find the all the best images, memes, GIFs, and visual stories to brighten your day. They're a community powered entertainment destination reaching more than 250 million people per month across devices. Imgur integrated the Transparent Ad Marketplace (TAM) SDK in April 2017 to implement the in-app equivalent of header bidding: let demand partners submit their bid in parallel, before the waterfall, so that the highest price always wins.

We interviewed Jonathan Greenglass, VP of Strategy & Finance at Imgur, about his app monetization strategy.

When it comes to monetization, how do you measure success?

Engagement is key: we want to increase time spent on site, so we've invested in ad formats that don't get in the way of the core user experience. Next, we look at revenue and eCPM across geos. Some demand partners might look light overall, but drilling down in the reports we've found they bring a lot of incremental revenue from different countries.

Why did you decide to try TAM?

We really trust Amazon as a demand source, and the APS team has proven to be especially knowledgeable and helpful for us, this team is top notch! We already had success on our web property by implementing server-side header bidding with TAM and it was worth trying to see if we could replicate the same success in-app. TAM is now the first place we go to optimize our mobile programmatic performance, before the standard mediation waterfall.

What else do you like about TAM?

Above all, its speed and the simplicity to get it live. We keep TAM running on the app with no manual or engineering work. We have nine demand parters live, and we are always looking to evaluate more.

amazon publisher services