mopub

theScore

Toronto, Canada

- Top 25 Sports - iOS
- Top 10 Sports - Android
- 50 Must-Have Apps for iPad - Time 2013
- Apple iTunes Hall of Fame - iTunes 2012
- Best Sports App - iTunes Rewind 2011

Goals

- Reduce time spent managing direct sold campaigns
- Increase overall eCPM earned from mobile
- Seamlessly deliver high value sponsorships and rich media line items
- Improve remnant performance for 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

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%.

Challenges

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.

Solution

The MoPub team combined a comprehensive feature set and hands-on clients services to deliver against business objectives for theScore:

- Leverage customized ad unit creation to segment the app by sport and content features
- Use MoPub MRAID support to quickly and correctly traffic rich media creatives
- Aggressively use Line Item Priorities to deliver high dollar sponsorships
- Collaborate with MoPub Product and Client Services teams to scope and add high value features, such as daypart targeting
- Use MoPub Marketplace and server-to-server ad networks to maximize fill rate

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> " The overall process of creating campaigns is definitely more intuitive, thanks to our partnership with MoPub. "

 - Victoria Blainey, Sr. Manager Ad Operations, theScore

> " 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

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.

Examples of 320x50 banners on theScore mobile iOS application

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MoPub is the world's leading ad server for smartphone application publishers, designed to drive more ad revenue through a single solution. We offer the first comprehensive monetization platform for mobile app publishers that combines real-time bidding, ad serving, cross-promotional capabilities and ad network mediation into one, easy-to-use platform. As a pioneer in real-time bidding for mobile, we built the first transparent market that enables advertisers and other demand side buyers to access billions of ad impressions with hyper-targeted data from app publishers. On MoPub Marketplace, publishers get complete control over their inventory and transparency into their ad revenue.