



#### Uplike.com

#### Paris, France

- Top 25 Lifestyle App iOS
- Top 10 Lifestyle App Android
- Available in 160+ countries
- Average Rating: 4.5 stars
- 500K+ Downloads

#### Goals

- Create a new revenue stream with ads
- Preserve user experience
- Yield \$2.00+ CPM

#### **Solution**

- Select a solution that had immediate demand and the flexibility to add more partners
- Upgrade to the Fabric SDK for a simple integration of MoPub Native Ads

#### Results

- Exceeded revenue goals with more demand than expected
- Grew ad revenue by 30% month over month
- Received zero user complaints about ads in the app

# Uplike exceeds revenue goals and preserves user experience with MoPub Native ads

#### **Overview**

Uplike develops a popular social networking app that allows its users to express themselves by sharing visual imagery. The company monetizes its worldwide audience with in-app purchases and native e-commerce.

## **Challenges**

To take its business to the next level, Uplike introduced ads into its revenue mix. As they did not want to jeopardize user experience with traditional banner or interstitial ads, the team sought a solution that would display in-stream native ads, require minimal integration time, and yield at least a \$2.00 CPM.

## **Solution**

MoPub, the only complete native ads solution, allowed Uplike to start serving native ads right away. In addition to real-time bidding, the platform gave the developers the flexibility to work with ad networks and add direct-sold native campaigns later on if they grew the team successfully.

The integration process for MoPub Native Ads was simple. Uplike already used the Twitter and Crashlytics SDK in its app so the app upgraded its set-up with the Fabric SDK to include monetization with MoPub. Integrating native ads with MoPub gave Uplike immediate access to native campaigns and an account management team that provided customized recommendations for better results.

## **Results**

With MoPub Native Ads, Uplike had access to an unexpected amount of demand. In addition to exceeding their revenue goal of **\$2.00 CPM**, they also continued to grow ad revenue by **30%** month over month.





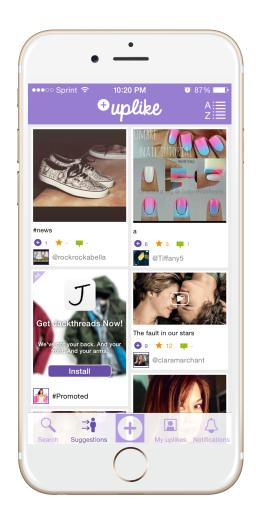
#### Uplike.com

When we released the new version of the app with advertising, we were nervous about how users would react to the ads. We spent a lot of time monitoring the app reviews and were extremely pleased that we had not received any complaints. Native ads with MoPub is truly a scalable monetization solution that will not disrupt user experience.

MoPub offers the best network mediation platform with a very simple interface. It is quite easy to monitor the performance and add new networks.

- Jonathan Chemouny, Chief Strategy Officer, Uplike The high quality ads served by MoPub Marketplace matched the natural flow of the Uplike app and did not impact user experience. During the transition period, the team closely monitored its app reviews and to date, has not received one complaint about ads.

As Uplike continues to innovate its app and grow its mobile advertising business, the company is now exploring the addition of direct-sold native ads into its revenue mix later in 2015.



Example of a MoPub Native Ad in the Uplike app



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1355 Market St., San Francisco, CA 94103 340 Madison Ave., 6th Floor, New York, NY 10173 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.