MeetMe

Case study

MeetMe doubles CPMs by partnering with MoPub to switch to the singleton ad view

Challenge

Pennsylvania-based mobile app publisher MeetMe, Inc. developed a highly rated social networking app for iOS and Android that connects users with similar interests from around the world. The company knew that to increase its CPMs and revenue, it needed to increase CTRs. Since advertisers will pay more for high performance media, high CTRs can be predictive of high CPMs.

In tandem with MoPub's customer service team, MeetMe found that the ads in the MeetMe app weren't giving users enough of a chance to engage. The app had a unique mobile banner placement for each section of the app that were loading new ad impressions as users navigated from one section of the app to another, resulting in lower CTRs. MeetMe already had the foundation for high performance in place, with millions of MeetMe users engaging with the app each month. It just needed to lift CTRs, and its CPMs and revenue goals would follow.

About MeetMe

- MeetMe, Inc. New Hope, PA
- iOS - Top 10 social networking app
- Android - Top 100 social app
- 4.2 stars, 700,000+ reviews
- +100 MM users
- Global

Goals

- Earn higher CPMs for mobile inventory
- Improve CTRs for mobile display ads
- Drive revenue

Solution

In order to drive up MeetMe's revenue, MoPub's customer service team carefully evaluated MeetMe's needs and suggested a solution that gives users more time to engage with each ad impression -- known as the singleton approach. Using the singleton approach, ad requests are sent based on a refresh rate (pre-set in the MoPub UI) rather than each time a user switches between screens. MeetMe was initially hesitant about implementing the singleton ad unit because sending fewer ad requests meant lowering impression volume, but with the MoPub team's encouragement and hands-on support, MeetMe decided to test the approach across a small subset of users. Once MeetMe saw higher CTRs among this test group, they quickly extended the singleton ad view to all of their users.

In addition to the singleton approach driving more revenue, it also saved MeetMe time spent managing their daily ad operations by reducing the number of live ad units to maintain from 36 to just one. With a single ad placement, MeetMe could manage advertiser demand for the placement with a single waterfall in a fraction of the time.

"MoPub's hands-on support was instrumental in helping us switch to the singleton method — since implementing it we've streamlined ad operations and simplified product development, while dramatically increasing revenue."

- Nick Hermansader, VP, Ad Ops at MeetMe, Inc

Results

2X   doubled CPMs

83%   CTRs improvement

     increased revenue

Key Results

MeetMe doubled CPMs for their display inventory in one month by using MoPub to switch to the singleton ad view. Making this switch drove more conversions for advertisers, which dramatically increased the value of MeetMe's inventory, and in turn helped their CTRs to soar by about 83%. MeetMe discovered that despite a 30% drop in impression volume — a commonly misperceived indicator of lost opportunity to earn revenue — after shifting their focus to increasing CTRs, they actually earned higher eCPMs than their original strategy.

Today, MeetMe partners closely with their account team of mobile monetization experts to continue optimizing their revenue strategy based on innovative recommendations that fit their unique needs.

user navigation

user navigation
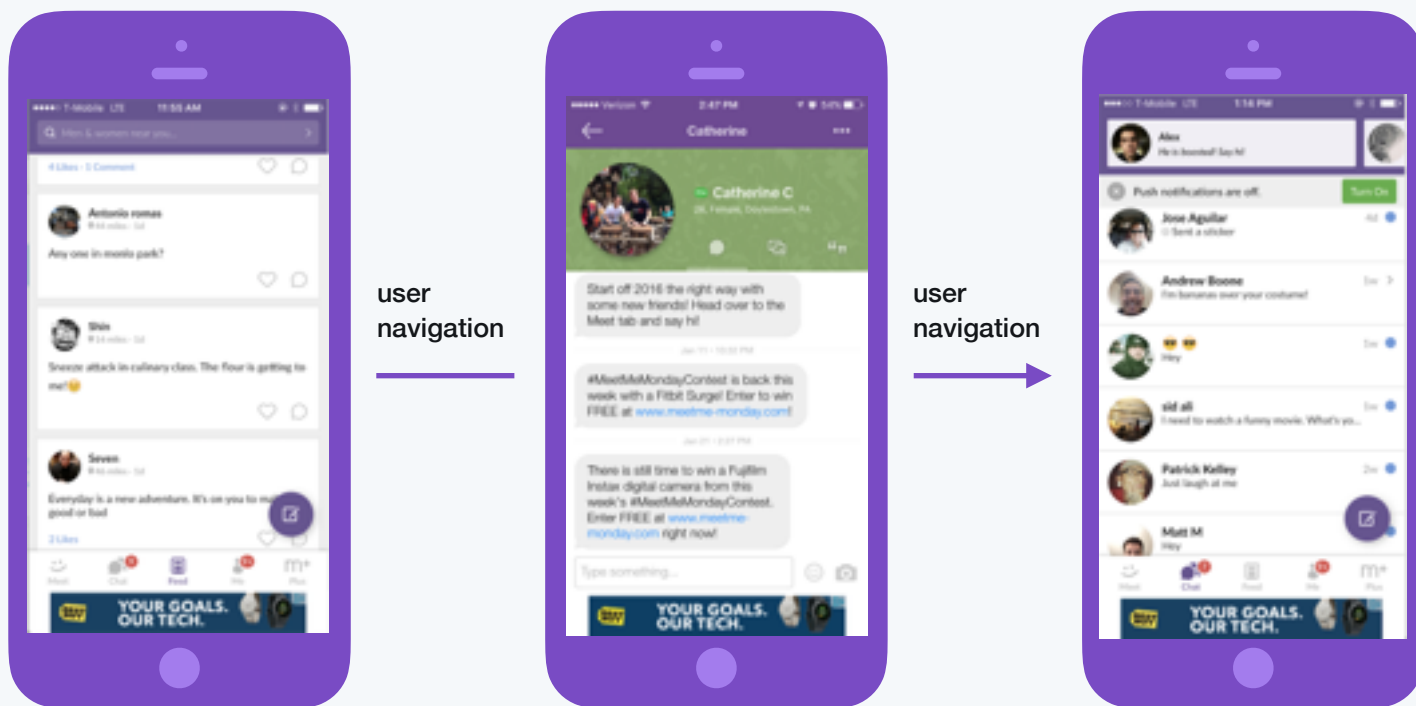
Same ad view across different screens to maximize the time on the screen