Uplike
Case study

mopub

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.

Challenge
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.

Results

Exceeded revenue goals

30 Ad revenue growth month over month

Complaints about ads

About Uplike
- Located in 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 Miniclip SA, a global leader

Solutions
- 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

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.

"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

mopub

"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."
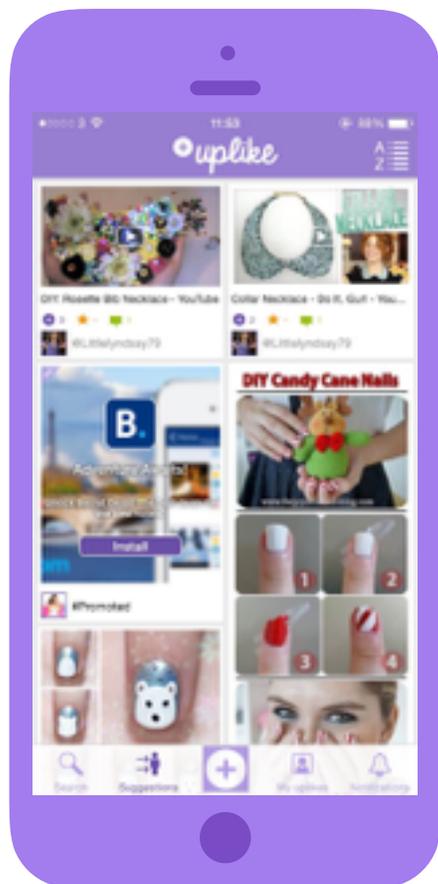- Jonathan Chemouny, Chief Strategy Officer, Uplike

Key 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.

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.

30%

Ad revenue growth month over month