

## CASE STUDY

# TAPPX MOBILE AD GROWTH

How Tappx grew revenue through PubMatic by almost 400%

Tappx is an app developer community for monetisation and cross-promotion, with almost 20,000 registered developers. Founded in 2014, Tappx was accredited as an EU fast-growing start-up by both TheNextWeb and RedHerring.

## THE STORY BEHIND THE SUCCESS

PubMatic and Tappx joined forces to monetise mobile inventory across the apps of its registered developers. This drove a near 400% increase in Tappx advertising revenue just one quarter after full integration and also a quarterly increase in effective CPMs of 34%.

### TAPPX CHOSE PUBMATIC FOR 3 KEY REASONS:

1. PubMatic gave Tappx control over its programmatic technology stack with PubMatic's open and flexible yield monetisation platform.
2. PubMatic's intuitive user interface and enterprise-grade analytics, combined with devoted customer service, provided greater transparency and insight into how inventory was bought.
3. PubMatic acted as a strategic partner for Tappx, helping it optimise short-term revenues while providing ongoing strategic recommendations.

### Success by the numbers (Quarter-on-quarter)

MONETISED  
IMPRESSIONS UP BY

**259%**

TOTAL AD  
REVENUES UP BY

**387%**

EFFECTIVE CPMS UP

**34%**



## A TAILORED APPROACH TO PUBLISHER MONETISATION

PubMatic worked closely with Tappx to identify the best approach across its most powerful app properties, developing recommendations that have become crucial elements of Tappx's programmatic strategy.

For example, PubMatic helped Tappx identify that video is a crucial area for growth. As a result, in-app video monetisation has grown and Tappx has made it a key strategic focus to source even more video supply.

Also, PubMatic and Tappx work closely with complementary anti-fraud and viewability tools to help ensure that advertisers serve campaigns to real people, delivering confidence for both sides.

Last, gross eCPM became a key optimisation metric for Tappx to ensure that its inventory is being monetised efficiently as possible.

### **PUBMATIC APPRECIATED TAPPX FOR 3 KEY REASONS:**

1. Tappx used anti-fraud technology to guarantee high-quality inventory.
2. Tappx's optimisation algorithms helped PubMatic receive the traffic that best matched its advertisers' criteria, generating a higher gross eCPM for the entire supply chain.
3. The Tappx team was responsive, proactive and quick to implement product improvements requested by PubMatic.

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**"We started working with PubMatic one year ago and the results have exceeded expectations for both parties. The impressive results were made possible not only due to the technology but also the people at PubMatic who have always provided us with world-class support, from an account-management level to its most senior ranks."**

**– Santiago Soengas, head of partnerships,  
Tappx**

**"What made this relationship so great is the collaborative approach to business from both sides. The exchanging of ideas has always been followed with innovative steps to improve the way we monetise Tappx's supply and grow our partnership."**

**– Koray Fuat, associate director customer  
success, UK, PubMatic**

## PubMatic

### **ABOUT PUBMATIC**

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring the leading omni-channel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing over one trillion ad impressions per month, PubMatic has created a global

infrastructure to drive publisher monetization and control over their ad inventory. Since 2006, PubMatic's focus on data and technology innovation has fueled the growth of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide. For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)