

Sometimes Higher Ad Revenue Just Isn't Good Enough



www.bpmob.com

20 Apps in AppStore
100M Downloads per Year
2.6M Daily Average Users
210K Daily Downloads

Top Apps

- iScanner (#2 Business App)
- Musiccloud (#12 Music App)
- Live Wallpapers
- Translate 2Go
- Vidicloud

Whether you need an app for work, travel, gaming, style or music, BPMobile, an iPhone app development firm, has probably created one of your favorites. In fact, you might have come across two of their most popular apps: iScanner and Musiccloud (#2 business app and #12 music app respectively in the US AppStore).



“The only thing I regret is that I should have known about Appodeal earlier.”

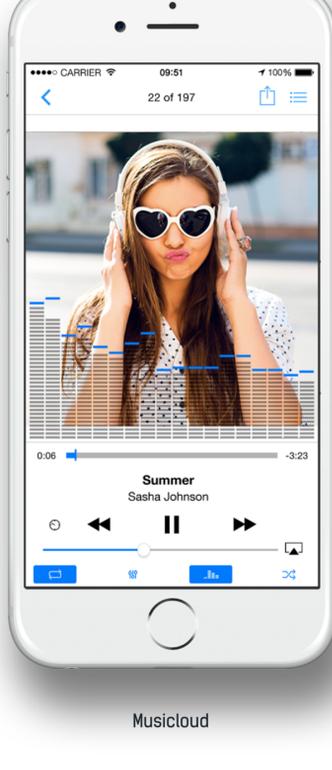
Yury Listopad
 Marketing Manager at BPMobile

Monetization Strategy

BPMobile monetizes their apps by releasing a paid version as well as a free version supported by ads. With over 100 million downloads of their 20 apps per year though, choosing an app monetization tool is not as easy as it seems, as BPMobile learned the hard way.

Like many app publishers, BPMobile started out with just one ad network integration to earn ad revenue. Relying on just one network severely limits fill-rate and ad revenue though. To remedy that issue, they switched to an ad mediator.

As a result, BPMobile was able to add five extra ad networks, boosting their fill-rate, eCPM and, ultimately, ad revenue. According to Yury Listopad, Marketing Manager at BPMobile, since switching to this particular ad mediator, “everybody was satisfied with the results.” Or so they thought.



Musiccloud

The Challenge: Questionable Traffic

After a long period of time serving ad impressions with this first ad mediation platform, BPMobile unexpectedly received a warning from them about non-human generated actions in traffic with some of their apps.

In trying to sort this issue out, BPMobile and the ad mediator were unsuccessful in pinpointing where the questionable traffic was coming from. Other tools in the market were also unable to validate the mobile traffic. In the meantime, ads were not being served, which meant no incoming ad revenue for BPMobile.

The Solution

It was then that BPMobile decided to switch to a different intelligent ad mediation solution – Appodeal. Shortly after a “seamlessly integration process,” the Appodeal tech team was able to analyze the entire mobile traffic and locate the source of the problem.

Thanks to Appodeal’s sophisticated anti-fraud system, any suspicious activities were blocked automatically. BPMobile no longer had to spend countless hours manually investigating for suspicious traffic that can jeopardize their ad earnings.

“The Appodeal tech guys were able to locate the problem and check the whole traffic. None of companies in the market can do that. Appodeal has all the tools to block any suspicious activity with its anti-fraud system.”

Ad Networks Selected Through Appodeal

- AdMob
- MoPub
- Inneractive
- StartApp
- Amazon Ads
- Yandex
- Applovin
- InMobi

Ad Formats Integrated Through Appodeal

- Banners
- Interstitials
- Native Ads

The Results

✔ **Questionable Traffic Identified and Solved**

✔ **Ad Revenue Increased by 29.5%**

The team at BPMobile was also pleasantly surprised to see their **ad revenue increased by 29.5%**. That’s an **average of \$11,500 of additional monthly ad revenue** left on the table by other monetization tools in the market.

But that wasn’t the best part about switching to Appodeal. Listopad loves how Appodeal “does everything” on his behalf. That’s right. With Appodeal’s intelligent ad mediation across all the major networks and automated ad optimization, only the ads that earn BPMobile the most profit get served to each of its users. All automatically.

“I don’t have to worry anymore about the eCPM, impressions, fill-rate and so on. Now I only check for the revenue.”

With Appodeal taking care of monetization, Listopad can now focus on doing what he does best – getting another hundreds of millions of people to download BPMobile’s apps.

Best Part About Using Appodeal

“Seamlessly integration process. Huge selection of ad networks. All major ad formats. No more eCPM adjustments. Responsive support.”



Are You Ready to Earn the Highest Ad Revenue Ever for Your App Too?

Get Started at www.appodeal.com or Reach Us at hi@appodeal.com