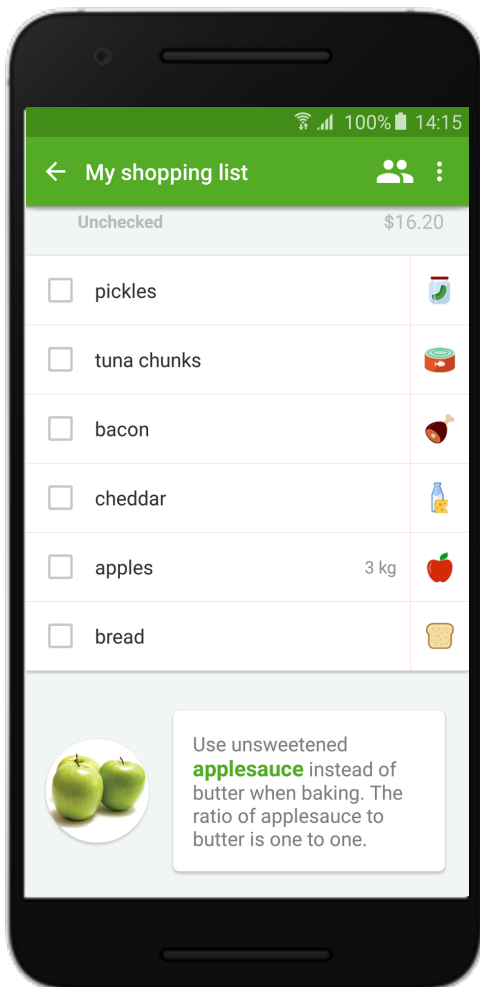


How a Utility App Doubled Revenue by Monetizing Unsold Ad Space

Listonic's Experience



ABOUT LISTONIC

Listonic is a shopping list app that improves the quality of grocery shopping by making it easier, faster, and smarter.

With about **2 million downloads** and **50,000 daily active users**, Listonic provides a wide range of savvy food hacks and thought-out shopping tips to help people become more conscious with their consumptions.

Originally conceived as an university class project, Listonic was created in 2009 by co-founders and developers Filim Miłoszewski, Piotr Wójcicki, and Kamil Janiszewski.

CHALLENGES

UNSOLD AD INVENTORY & KEEPING USER SATISFACTION HIGH

1. Listonic started in one market and initially monetized only through direct ad sales. While the CPMs and fill-rate from their selected direct advertisers were decent for that one market, considerable ad revenue was left on the table when Listonic successfully expanded into other markets.
2. While exploring avenues for making use of their unsold ad inventory, keeping user satisfaction level high is of utmost importance in the development of their new monetization strategy.

As significant amounts of ad spaces remained unsold in the new markets, the developers of Listonic decided to give ad mediation a try.

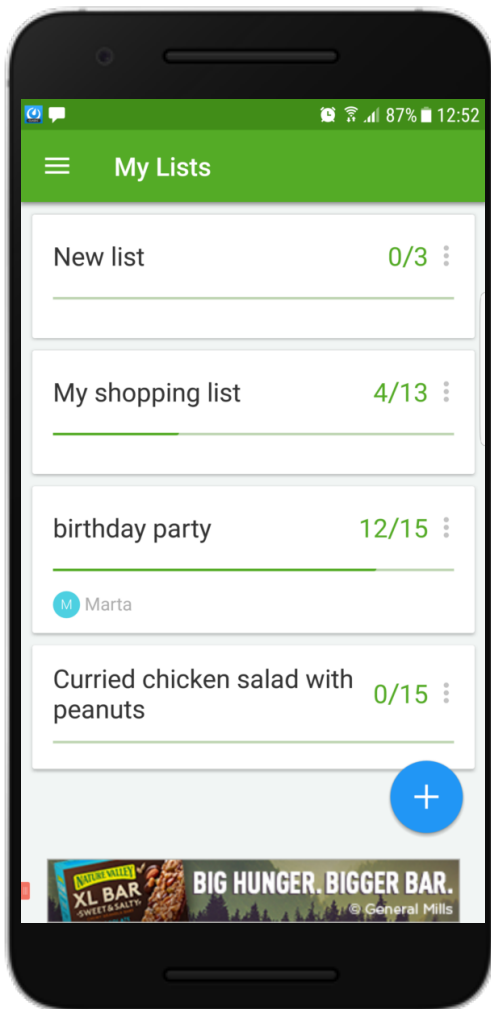
“We had tons of unsold space, so we decided to test and possibly employ an ad mediation service.”



Kamil Janiszewski
Co-founder

SOLUTION

SIMPLE YET EFFECTIVE AD FORMATS THROUGH AD MEDIATION



Once Listonic started using Appodeal's intelligent ad mediation platform to complement their direct ad sales, the problem of unsold ad inventory was solved immediately.

Appodeal filled the unsold ad spaces among **60+ ad demand sources**, which generated significant new ad revenue.

Listonic was also able to maintain high user satisfaction by using two simple yet effective ad formats: the classic banner and native ads.

Both banner and native ads were smartly placed into the app's list contents, providing **a seamless user experience.**

THE RESULTS

2X

Increased ARPDAU
(Average Revenue Per Daily User)

2X

Increased revenue
of unsold inventory

“We don't have to worry about unsold inventory and the performance of selling this inventory anymore.”



Kamil Janiszewski
Co-founder