

About CREX


Popularly ranked among the top ten single-sport platforms in the world, CREX is the highest rated cricket app on Google Play. The app features Live scores and commentary of cricket matches along with Cricket updates on the go. It also includes an in-depth analysis of every Cricket match, player, team, and series with knowledge rich Cricketing content.

The Highlights



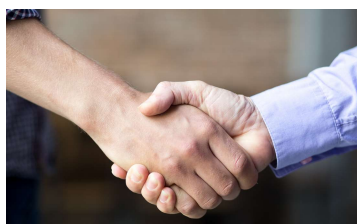
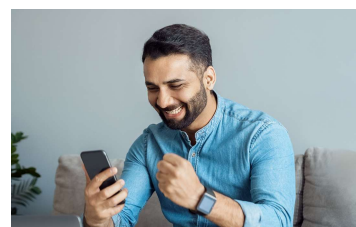
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"InMobi has been a strong partner for us, meeting our monetization goals across the cricket-loving regions in South Asia. We are truly delighted with their full-stack capabilities in driving global demand. The InMobi team has excelled at helping us scale the demand to improve revenues and deliver seamless user experiences at optimized costs. We are looking forward to expanding our monetization goals across diverse ad formats with InMobi."


 *Rajiv
 App Developer, CREX

The Challenge

With a strong presence across South Asia, Cricket Exchange aimed to grow its revenues in the highly competitive cricket-loving countries – India, Pakistan, and Bangladesh. While sports apps are witnessing rapid growth in consumption, it can be difficult for them to consistently scale global demand. Hence, CREX needed a technology partner to provide a scalable revenue source with diverse, premium, SDK-enabled, high-quality ads. With a massive 10 million MAUs logging in on the app, the publisher needed to find the perfect balance between efficiently growing advertising demand and delivering unintrusive ad experiences to its users.



The Solution

CREX partnered with InMobi and leveraged its monetization solutions to grow ad revenues. However, the path to creating unintrusive ad placements customized to match the native user interface of the app wasn't an easy task at hand. InMobi's dedicated Partner Management team worked closely with the app developer to carve out a monetization strategy for the suite of its banner and interstitial ad inventory. With a seamless integration that enabled advertisers to smartly bid on the inventory, InMobi provided an agile monetization stack for the app developer.

Through the course of the partnership, the InMobi Partner management team constantly devised and deployed optimization strategies to maximize yield for CREX during both match days and non-match days. Leveraging various levers such as dynamic pricing, inventory volume optimization, and addition of newer integration modes when available, the Partner Management team constantly upended CREX's revenue and understanding of newer ad formats and key advertiser requirements. Additionally, InMobi's integration with GeoEdge ensured that every single creative met the ad quality guidelines established by the publisher, guaranteeing a positive end-user experience.

The Results

By leveraging InMobi Exchange and integrating with a single light-weight SDK, the app developer could drive consistent global demand without compromising on the quality of the user experience.



*Calculated from February 31-April 2021
**Calculated from Q1 to Q4 2021