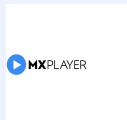ASIA

MX Player Sees 112% Increase in QoQ Revenues with InMobi's Monetization Solutions

Solution
Understanding Consumers, Engaging with Customers, Acquiring New Users

About MX Player

MX Player is a leading video streaming app in India that offers premium access to regional content. The app is the one-stop destination for a diverse range of eye-capturing movies, TV shows, web series, music videos, and short videos. MX Player offers consumers over 150,000 hours of premium content across multiple languages and is the ultimate binging platform for on-demand video viewers.

The Highlights

112%

QoQ increase in ad revenues driven by InMobi

20.5%

increase in Fill Rates QoQ driven by InMobi

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"InMobi's dedicated client management team has developed a deep understanding of the nuances in our monetization model and helped us reboot our revenues with advanced monetization solutions and SDK integration. We have been associated with InMobi for over half a decade, and their expertise in delivering world-class publisher monetization solutions has consistently maximized our revenue potential. We look forward to continuing our winning streak with them."

- Revenue Team
MX Player

The Challenge

To smartly increase revenue from in-app ads, MX Player intended to add new ad SDKs that don't add to increased memory usage of users' devices as it can adversely impact the user experience. Additionally, to monetize its diverse ad inventory, including Video, Interstitial, and Banners, to maximum capacity, the app developer needed an agile solution. The solution needed to be the right blend of providing higher control over the choice of historical monetization partners while maximizing the yield at the highest price with Real-time Bidding (RTB). Hence, MX Player needed a technology partner that could: 1. Scale across geographies, and remodel monetization avenues by providing a hybrid bidding model offering transparency, greater control, and scale, that will consequentially draw higher revenues 2. Intelligently identify gaps in current monetization channels and provide best-in-class, industry-leading optimization solutions.

The Solution

MX Player leveraged InMobi's monetization stack to grow ad revenues. Powered by a super-lean, lightweight SDK, MX Player supercharged its app success by delivering superior ad experiences and leveraging advanced measurement capabilities. 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 app developer leveraged InMobi Exchange to access diverse demand spanning major countries in Asia. MX Player was onboarded with a dedicated client management team that successfully aided them through the whole process – from initiating the integration to long-term strategy mapping. The team successfully applied smart levers such as the addition of new integration modes when available, dynamic pricing, ad placement optimization, and inventory volume optimization that has bolstered their ad revenues consistently for over 5 years with efficacy and efficiency. The new auction dynamics with a hybrid monetization stack that involves utilizing header bidding and waterfall-based monetization solutions have delivered optimum yield and fill rates from leading demand sources

The Results

The advanced monetization stack provided a leading edge for MX Player by optimizing revenues. The SDK integration further refined the performance while delivering a seamless user experience.

112%
QoQ increase in ad revenues driven by InMobi*

20.5%
increase in Fill Rates QoQ* driven by InMobi **
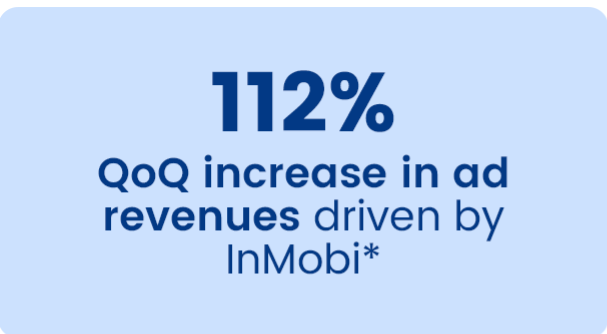
*Ad revenues from InMobi calculated QoQ from Q4 2021 to Q3 2022 with waterfall and RTB
**Fill Rate from InMobi calculated QoQ from Q3 2021 to Q2 2022 with SDK integration