



The Meet Group Matches with InMobi to Increase Mobile Ad Revenue

The MeetMe app, published by The Meet Group, is a leading app for meeting new people in the U.S. and across the globe. Available in more than a dozen languages, MeetMe has more than 100 million global users and has a strong appeal among people aged 18-34. Just as MeetMe helps people connect across the world, InMobi helped MeetMe connect to diverse advertising demand sources worldwide with a unique multi-tiered monetization model to increase revenue.

+130%

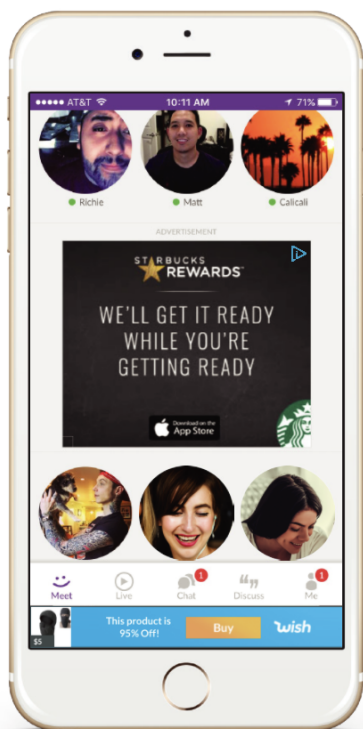
Ad Revenue Increase

4x

Higher CPM

85+

Countries Reached



Display Ad Placement

“InMobi’s innovative reimagining of the waterfall approach to app monetization has been a game-changer for us. We look forward to continuing our collaboration to innovate our monetization strategies while delivering the best possible experience for the millions of people who use our app everyday both in the U.S. and internationally.”


*- Bill Alena, Chief Revenue Officer at
The Meet Group*

MeetMe was founded in 2005 and today connects over 100 million global users with similar interests from around the world. MeetMe considers itself the mobile version of the bar or coffeehouse where everyone belongs. MeetMe knew that to maximize its revenue, they needed to ensure their extensive global ad inventory was being used to its full potential. As the industry moves away from legacy waterfall models, MeetMe needed to **better serve advertisers' varying CPM appetites** by users on the same ad unit. To solve this problem, **InMobi architected an innovative multi-tier monetization solution**. This custom solution, akin to header bidding, allowed the MeetMe app to call on InMobi to deliver **contextualized ad units at price points that fluctuate based on demand**.


"As one of The Meet Group's preferred monetization partners, InMobi has developed intelligent solutions to some rather complex challenges. As a result, The Meet Group has seen a steady increase in eCPM growth on their platform which has produced increased efficiency and revenue. Additionally, the hands-on service we get from the InMobi team, combined with detailed reporting and overall transparency, is part of what makes InMobi one of our most trusted partners."

- Bill Alena, Chief Revenue Officer at The Meet Group

Once the solution went live in June 2017, the MeetMe app enjoyed an immediate diversification of advertising demand, with the number of **unique advertisers increasing almost 5x**. This structure created a sustainable monetization model, with revenues now spread across more advertisers. InMobi delivered **4x higher CPMs** while contributing an average of **\$10,000 in daily revenue from over 85 countries** across the globe.

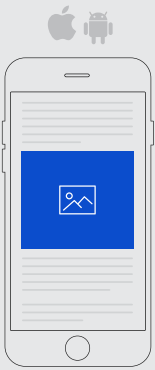
◀◀  **MeetMe Monetization Strategy** powered by **InMobi** ▶▶

- ✓ **Multi-Tier Architecture with Fluctuating Price Structure Based on Daily Performance**
- ✓ **Global Demand from U.S., Australia, Singapore, U.K., United Arab Emirates and Over 80 Other Countries**
- ✓ **Mix of Brand, Commerce, User Acquisition and Retargeting Advertisers**



Display 320x50

Home screen and between chapters



Display 300x250

Home screen and between chapters

Looking ahead, **MeetMe will continue to rely on InMobi as a preferred global monetization partner** to unlock long-term revenue through innovative solutions. The multi-tiered model has proven to be enormously successful. The Meet Group plans to continue working with InMobi to keep ad dollars flowing while maintaining a high-quality app experience for global users. Download MeetMe for free from the [App Store](#) and [Google Play](#).