



ASIA

OLX Monetizes Ad Revenues and Increases Fill Rates with InMobi



Solution
In-App Monetization

About OLX Group

OLX Group is one of the world's fastest-growing networks of trading platforms, operating in 30+ countries around the world. Helping people to buy and sell cars, find housing, get jobs, buy and sell household goods, OLX is a renowned brand for seller-buyer transactions. With more than 20 well-loved local brands, including Avito, OLX, OLX Autos, Otomoto, and Property24, OLX's solutions are built to be safe, smart, and convenient for its customers.

The Highlights

11.16%

increase in Fill Rates

100%

increase in ad revenues MoM



InMobi Exchange helped us strike the right balance between the revenue growth and delivering seamless user experiences. The SDK integration enabled a great ad experience for the app users, while the monetization platform maximized the revenue by attracting the best bids for our premium inventory.



Sunny Kataria
Head Commercial Excellence, OLX India

The Challenge

With 40 million MAUs in India, OLX Advertising aimed to grow its revenues in the highly competitive Indian market. To do so, they had to integrate with a partner who provided premium, SDK enabled, brand-safe inventory at scale in a device-native environment. With a large user base and diversified ad slots, OLX needed to monetize its ad inventory to efficiently grow demand on mobile while consistently maintaining its existing ad revenue channels.



The Solution

OLX partnered with InMobi and leveraged their supply-side solutions to monetize a new stream of ad revenues. OLX leveraged InMobi Exchange, the leading Mobile Exchange Platform, to get exclusive access to diverse demand (over 100 DSPs) across the globe. With IAS tech lab standards such as ads.txt, sellers.json, and Schain object, OLX had greater transparency and stronger control over the ad quality. The toughest challenge for OLX was to create intelligent, unintrusive ad placements within its apps, as it records a massive 2 million transactions per month across a diverse product portfolio with a large userbase. By optimizing placements with dynamic pricing on the InMobi Exchange platform, OLX could define best-suited placements with seamless user experience while having complete control over the share of inventory.

The Results

Integrated with the Single lightweight SDK, OLX saw stronger ad quality, greater transparency, and increased yield.



*Data from March to August 2021