



ASIA

Sportsmate Scales App Monetization in Australia with Programmatic



Solution
In-App Monetization

About Sportsmate

Established in 2009, Sportsmate developed 7 apps across some of the major sporting codes, including Footy, League, Basketball, EPL and A-League. Sportsmate soon became the most preferred platform in Australia to deliver the latest news, stats, in-depth analysis and podcasts to more than 1.1 million monthly active users. With 13 million fans for their codes, and 4.6 million online followers in Australia, there's no looking back for Sportsmate as the most preferred sports companion app developer.

The Highlights

42%

increase in eCPM recorded

7x

revenues grown



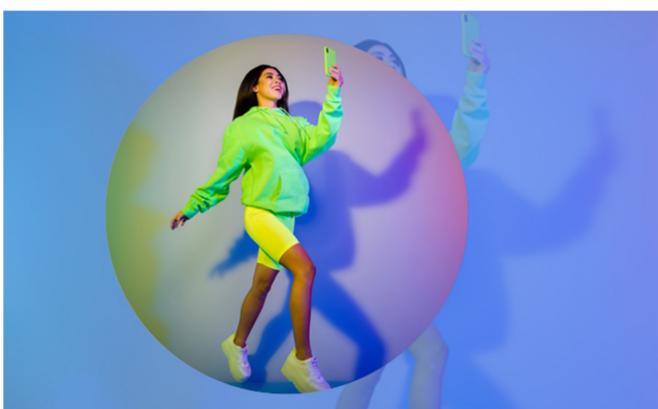
"We are the leading Sports app developer reaching over 1.1 million users within a hyper-sports centric environment and helping connect with passionate fans that seek out, follow, and interact with live, up-to-date content before, during, and after the live game. The in-app experience in the Sports category has seen an exponential growth over the last couple of years and when we decided to scale up our monetization strategies, we looked no further than InMobi. They have been able to understand the regional nuances in Australia and help us drive the best placements for the in-app advertising experiences. They have always been a reliable partner for us in scaling revenues and delivering impactful monetization outcomes."



Al Jensen
Head of Ad Ops, Sportsmate

The Brand Objective

With an exclusive range of sports apps and a newly launched Sportsmate Podcast Network (SPN), the publisher intended to scale their programmatic revenues consistently across Australia and needed a partner that could deliver the required scale by monetizing their wide range of banner, and video ad placements. Additionally, the app developer was looking to add value to the revenue stream by optimizing the ad quality and improving the overall eCPMs.



The Solution

Sportsmate chose InMobi as a partner to drive their monetization goals. The app developer leveraged InMobi Exchange, the leading mobile exchange platform with access to over 120 top DSPs to monetize their ad inventory. By integrating with the single light-weight SDK, Sportsmate had greater transparency to the programmatic ecosystem, saw better ad quality, and increased yield consistently year on year while substantially maximizing revenues at scale. By optimizing placements with dynamic pricing on the InMobi Exchange platform, Sportsmate could define best-suited placements while having complete control over the share of inventory, thereby delivering unintrusive, seamless user experiences.

The Results

With a right mix of intelligent ad placements and programmatic, Sportsmate clocked in record revenues consistently, and increased the overall value of the ad inventory.

