



ASIA

Team App Scores Higher Revenues in Australia with Programmatic Advertising



Solution
Understanding Consumers, Engaging with Customers, Acquiring New Users

About Team App

A platform that enables local sports teams in Australia to create their own apps with a dynamic website, Stack Team App was built by Team Mates to support local sporting groups in their communication efforts.

The Highlights

30.73%

uplift in revenue with the introduction of a new format

#2

ranked revenue contributor

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“We have been working with InMobi since 2018, and they’ve consistently helped us scale our revenues. Today, as industries face plenty of challenges due to the changes in advertising regulations, we can still bank on InMobi for their guidance and understanding of the region and the policies that impact these changes. They are a partner we can turn to through thick and thin due to their proactive and thoughtful service and ability to adapt to change.”



– Craig Raymond
Manager of Commercial Operations, Team App

The Brand Objective

As a platform that helps local sporting clubs establish and improve their digital presence, the publisher aimed to increase their programmatic revenues in Australia and explore various strategies and formats such as banner and interstitial placements. The app required a partner that would test multiple solutions for their platform and share intelligent, innovative recommendations.



The Solution

Team App and InMobi began working together to make this happen. Right from when this partnership began, the publisher tried a variety of solutions and experimented with both older and newer models of bidding to see what worked best for them. Contrary to the belief that a waterfall setup is obsolete, Team App saw a significant uplift in revenue with this model. By employing multi-call order (MCO), which helped them optimize multiple placements in a waterfall, Team App garnered a massive increase in revenues. Further, introducing interstitial inventory helped the publisher maximize their eCPM. By experimenting with varied formats and models within the programmatic ecosystem, Team App saw impressive results.

The Results

Team App saw revenues shoot up with a winning strategy of constant exploration and calculated experimentation. The publisher continues to explore new identity and bidding solutions with InMobi.

30.73%
uplift in revenue with the
introduction of a new format¹

The
second-highest
revenue contributor²

¹ Based on the revenue uplift earned on interstitials versus banners in the year 2021
² InMobi is the second highest revenue contributor for the publisher, contributing to 15-20% of their overall revenue