

inMOBI

LiveRamp®

textnow

**TextNow Significantly  
Improves Mobile App  
Inventory Monetization  
with InMobi and LiveRamp**





## Summary

By leveraging **InMobi's UnifID** to Enable **LiveRamp's Authenticated Traffic Solution**, TextNow drove a **significant increase in in-app monetization without relying solely on device-based identifiers**, such as Apple's IDFA.

## Highlights

**146%** lift in eCPMs on iOS

**73%** increase in fill rates on iOS



# The Challenge

## Increasing Monetization on Opted-In Users in a Privacy-First Environment

In April 2021, Apple officially released iOS14.5 and began enforcing their **AppTrackingTransparency (ATT)** framework, requiring all apps that collect and use data to ask users for permission to track and share their **Identifier for Advertisers (IDFA)** — Apple's mobile ID.

For advertisers, this caused a significant shift from business as usual. Brands had long relied on granular audience targeting in-app, but with most iOS users now no longer addressable at the device level, many were planning to either shift budgets to more addressable media or find ways to identify their best consumers more effectively across devices.

**TextNow, one of the largest providers of free phone service in the U.S,** was determined to implement a sustainable monetization strategy for their in-app advertising. With more than 10 million monthly active users, it was imperative to leverage a solution that would enable them to partner with identity providers and help them to continue offering their opted-in users a free experience in a privacy-safe environment.



## The Solution

### Leveraging InMobi and LiveRamp to Improve Monetization and Enable Addressability

To ensure advertisers could continue reaching their audiences, TextNow leveraged their existing partnership with InMobi to further monetize their advertising inventory globally in an increasing post-IDFA world. In 2021, **TextNow adopted InMobi's UnifID, a unique solution that allows app publishers and developers to quickly implement multiple identity solutions — such as LiveRamp Authenticated Traffic Solution (ATS) — all through one integration and increase the addressability of opted-in users.**

**TextNow was one of the first mobile publishers to support ATS through InMobi's UnifID**, enabling them to connect their authenticated audiences directly to marketers for people-based audience activation. This meant that advertisers would be able to **identify, reach and engage with their consumers at scale across mobile devices and channels using LiveRamp's pseudonymous, people-based identifier, RampID**. By integrating with UnifID and ATS, TextNow's iOS consented inventory became more addressable and more valuable since they were using a people-based identity solution enhanced by authentications (i.e., user logins).





# The Result

## TextNow Sees an Uplift in Mobile App Inventory Monetization through Improved eCPMs and Fill Rates

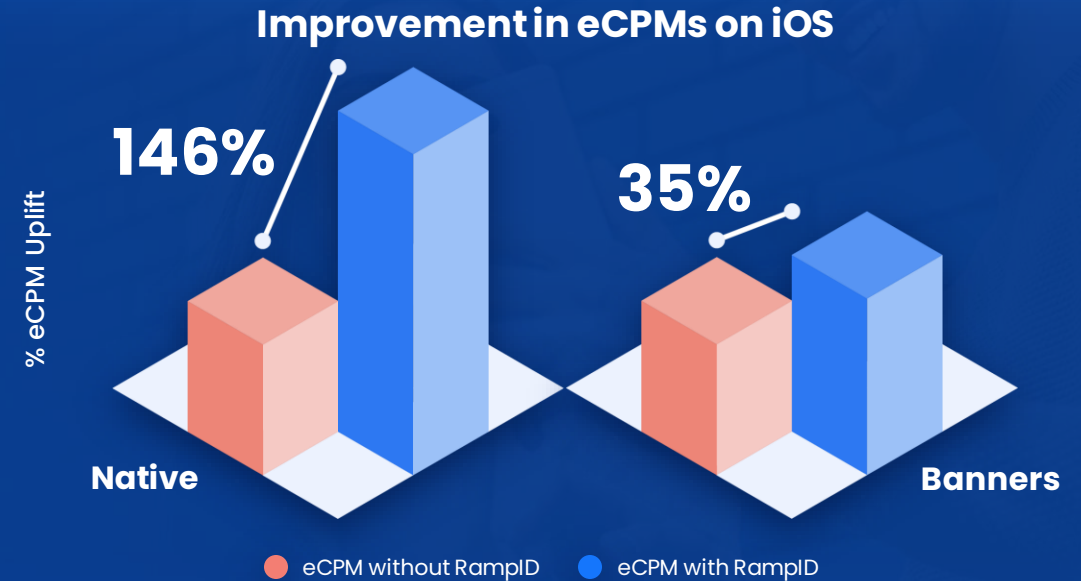
### Highlights

#### Improvement in eCPMs on iOS

- 146% lift for native ads
- 35% lift for banners

#### Increase in Fill Rates on iOS

- 73% lift for banners



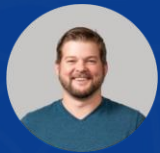
A 1.5x increase in eCPMs demonstrates TextNow's ability to sell ad placements linked with people-based identifiers at a higher competitive price. Similarly, a 73% uplift in fill rates highlights the demand from marketers willing to bid more on TextNow's more addressable inventory.

Thus, authentications connected to a people-based identifier, such as RampID, are demonstrably more valuable and effective for mobile in-app publishers seeking to implement an alternative solution to device-based identifiers with InMobi.

# What Our Partners Are Saying



“Following the rollout of Apple’s ATT, TextNow partnered with InMobi and LiveRamp to enrich how our logged-in, opted-in user base transacts programmatically with ATS. The results we’ve seen from ATS through InMobi’s UnifID give us confidence that we can continue to grow our business without sole dependence on device-based identifiers. As we navigate the ever-changing identity landscape, we are both proud and fortunate to have LiveRamp and InMobi on this journey with us.”



**Evan Thor** – Director, Ad Monetization and Operations at TextNow

“By incorporating LiveRamp into their portfolio, publishers can supercharge their monetization; these results showcase that ATS, enabled via InMobi’s UnifID, helped TextNow generate outstanding outcomes, while putting privacy first and continuing to provide an amazing service to consumers at no cost. TextNow was an early mover in getting ATS live within their apps and is also ahead of the pack with seeing results – many more publishers are realizing that they can see gains in short order and are deploying ATS accordingly.”



**Travis Clinger** – SVP Addressability and Ecosystem at LiveRamp