



GLOBAL

Potensus sees 7X uplift in ad revenue with InMobi



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Potensus

Potensus is a Trusted Partner in Digital Advertising Solutions, specializing in providing monetization solutions for the mobile game industry. Their goal is to help businesses maximize their online advertising efforts and drive results through the use of cutting-edge technology and innovative strategies. They specialize in maximizing the ad revenue of top-ranking mobile game developers and optimize each digital advert inventory.

The Highlights

3X

Increase in number of apps monetized by InMobi, Q1 - Q2 2023

5X

Rise in ad impressions from InMobi, Q1 - Q2 2023

7X

Uplift in ad revenue from InMobi, Q1 - Q2 2023



The combination of InMobi's strong industry reputation, global reach, advanced targeting capabilities, robust technology stack, commitment to transparency, and excellent customer support were the key factors that led us to choose InMobi SSP as the preferred solution for our advertising needs.

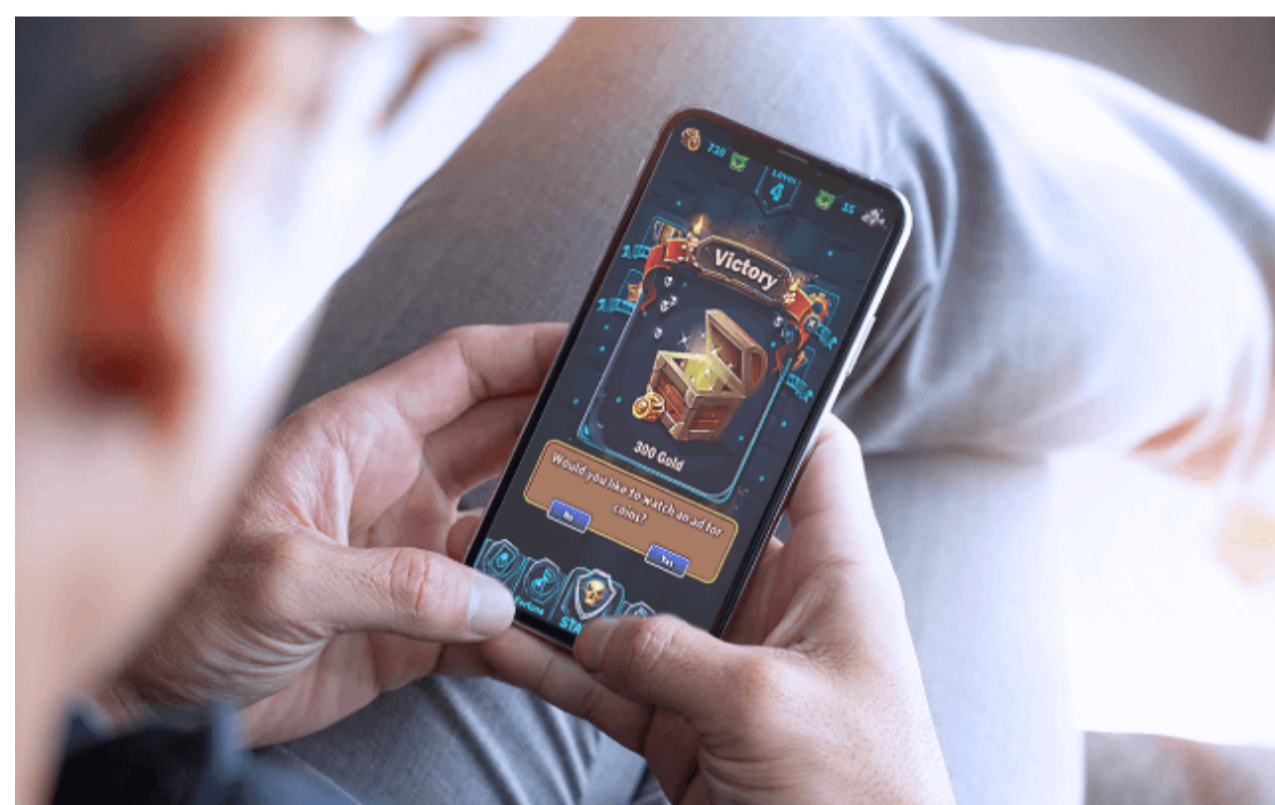


Zeynep Göksu Ulukaya
COO at Potensus

The Brand Objective

The primary focus of Potensus in their daily operations is onboarding new publishers and implementing optimization strategies to maximize yields for existing publishers. Their primary obligations involve optimizing their share of voice (SOV) in terms of ad revenue generated by their publishers and enhancing the average revenue per daily active user (ARPPDAU) through ad units.

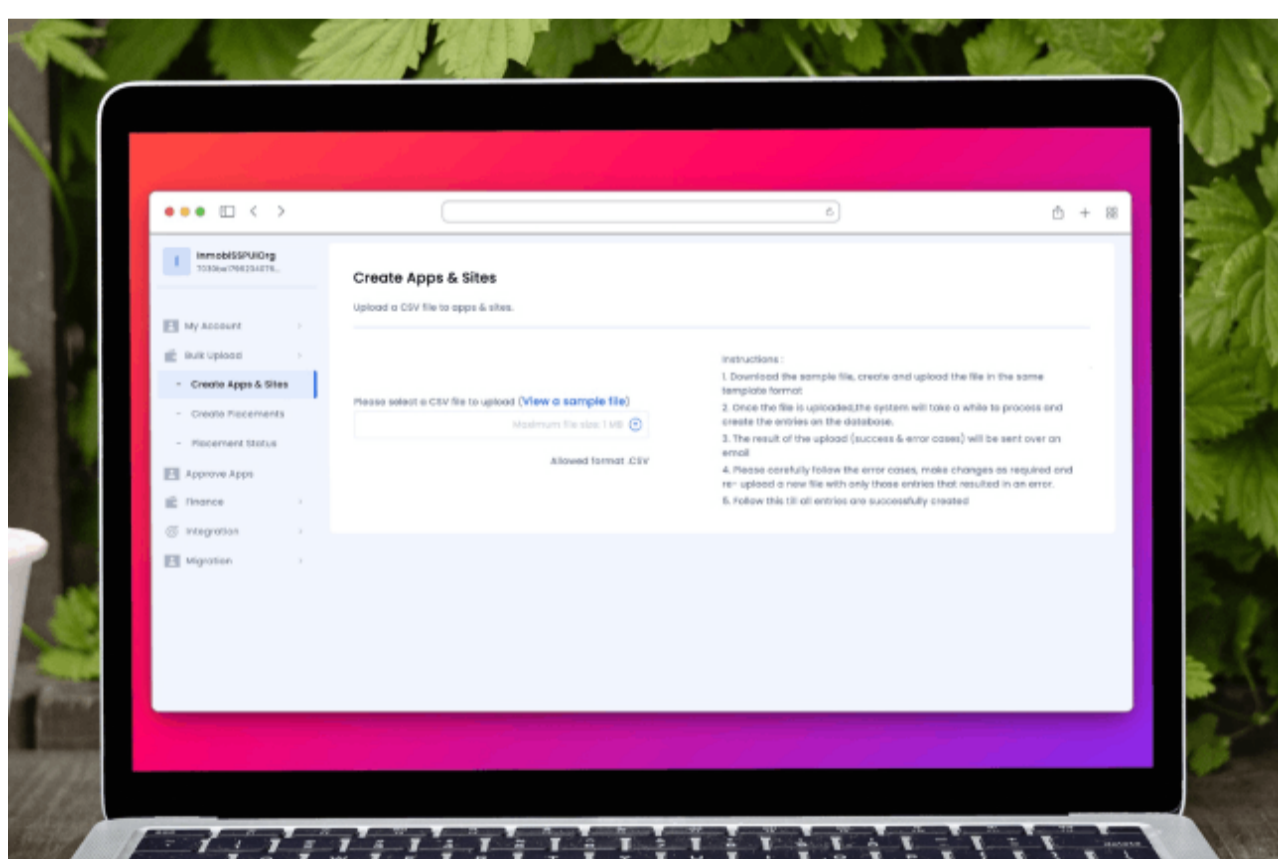
Prior to implementing InMobi SSP, Potensus heavily relied on Google AdManager. However, the company recognized the need for a more diversified approach to maximize monetization opportunities. By incorporating InMobi's SSP, Potensus aimed to expand its reach and explore new revenue channels beyond the limitations of a single platform. Recognizing the need for further growth and a competitive edge, Potensus chose InMobi to leverage our global demand, real-time bidding capabilities, and proven in-app expertise.



The Solution

Potensus began monetizing with InMobi in November 2022 by going live through Google Open Bidding. After seeing pronounced results, Potensus has been steadily monetizing over 450 apps via InMobi, with the number increasing daily. When the InMobi partner management team took over the Potensus account, a series of optimizations were implemented immediately. Though manually adding bundle IDs for over 450 apps to the InMobi Supply-Side Platform seemed like a time-consuming task, we could use our backend bulk upload tool for efficient onboarding and operational efficiencies. The tool left a positive impact on the onboarding experience for both Potensus and its app partners. With faster and more efficient onboarding, Potensus was able to provide a seamless experience to its partners, fostering stronger relationships and improving satisfaction levels.

Potensus has been successfully using real-time bidding capabilities and leveraging various ad formats like Banner, Video, and Interstitial to achieve higher fill rates and better monetization of their inventory. The Mixed Audiences feature allowed Potensus to accurately select their app's audience, safeguard child-directed apps and its users, and unlock revenue via targeted ads for users aged 16 and up.



The Results

Our robust reporting and analytics tools allowed Potensus to closely monitor the performance of their campaigns and make data-driven optimizations. They observed significant improvements in two key metrics, namely impressions and revenue, which experienced a notable impact. Following the implementation of monetization through InMobi, they witnessed a 5X increase in ad impressions from InMobi, Q1 - Q2 2023 and a 7X uplift in ad revenue from InMobi, Q1 - Q2 2023. The consistent improvement in results gave Potensus the confidence to onboard more apps with a 3X Increase in number of apps monetized by InMobi, Q1 - Q2 2023.

