

GLOBAL

InMobi Helps SmartNews Effectively Monetize Its Native Ad Placements



Solution
Identifying Target Audience, In-App Monetization

About SmartNews

SmartNews is the award-winning local news app, downloaded by more than 50 million readers in over 150 countries. SmartNews analyzes millions of articles every day to deliver the top trending news. It is one of the top 10 news apps in the iOS App Store in the U.S.

The Highlights

155%

growth in monthly ad revenue, November to December 2021

101%

growth in monthly ad revenue, February to March 2022

27%

growth in monthly Android native ad revenue, March to April 2022

141%

growth in monthly iOS native ad revenue, March to April 2022

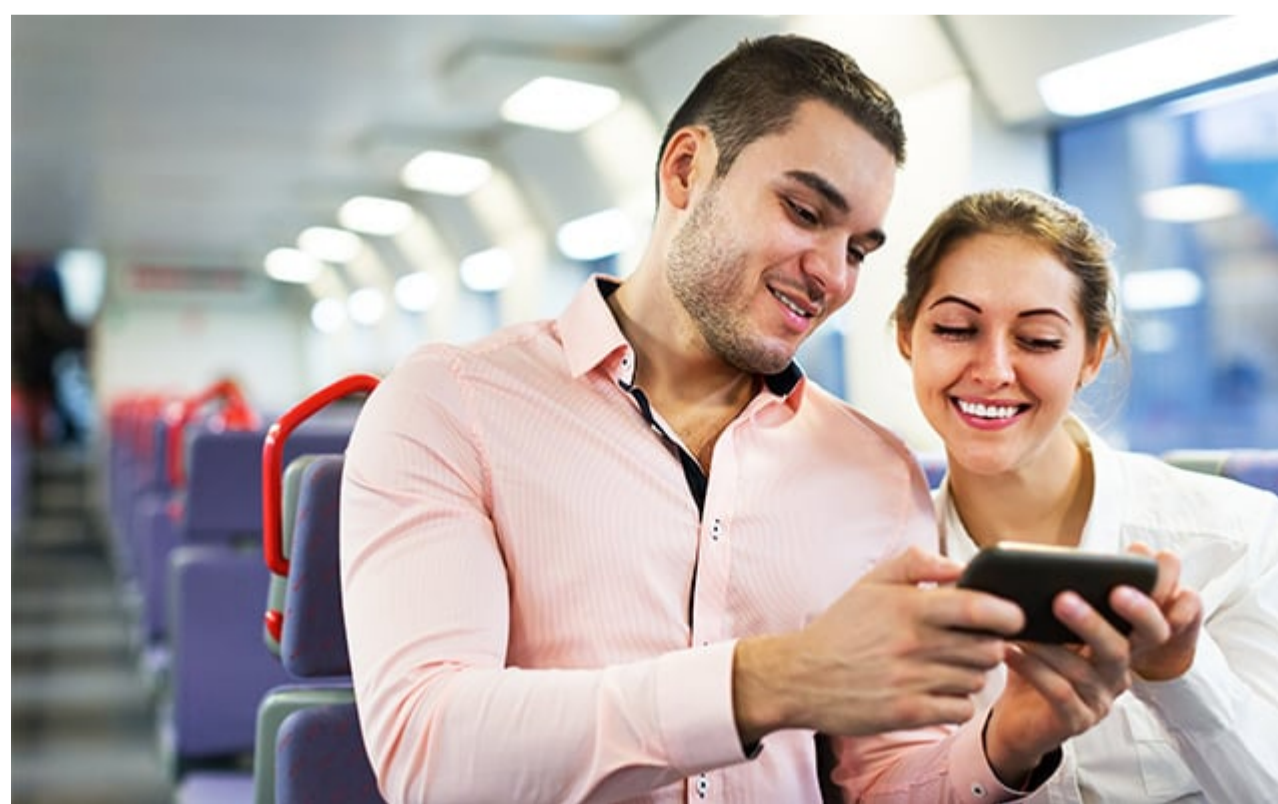
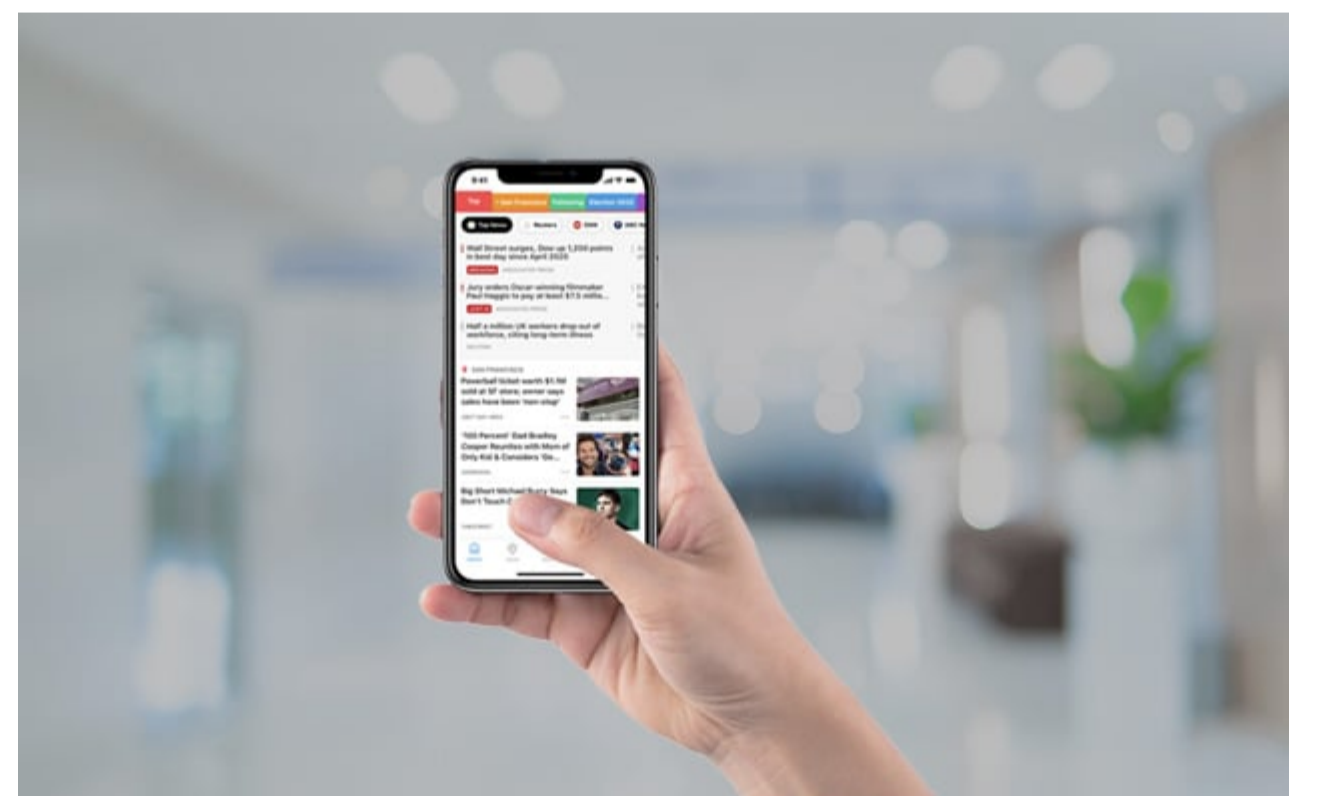


"InMobi has been a critical monetization partner for us. Not only have we seen immense growth and revenue as a result of our work together, but they have also helped us make our ad stack more effective and efficient. As we look to grow and expand in the U.S., InMobi has been there for us. They consistently ensure that only high-quality ads from leading brands appear in our app. For native ads, they are now one of our top monetization sources."

Adam Saclur
Head of Programmatic

The Brand Objective

SmartNews is completely free to download and use, and as such is reliant on ad revenue. As a leading news app, SmartNews is committed to providing information to the public for free and in providing a quality advertising experience both for advertisers (brands and agencies) and end users. To ensure advertisers have equal access to all of their available ad inventory, SmartNews utilizes both Amazon's Transparent Ad Marketplace (TAM) and Google Open Bidding (GOB).



The Solution

SmartNews began monetizing with InMobi starting in October 2021. At the beginning, InMobi was connected to SmartNews through TAM and was only helping them monetize their Android app users. The partnership accelerated in February 2022. At that time, InMobi went live through Google Open Bidding and began helping them monetize their iOS app users too. At the start, InMobi was only filling demand for SmartNews's banner ad units, but the partnership has since expanded to including native ads, interstitials and in-stream ads too. The results were especially pronounced starting in March when SmartNews went live with Google Open Bidding, as this connection enabled InMobi to monetize their native and in-stream ad units.

The Results

Overall, SmartNews has seen immense success from their partnership with InMobi. Compared to what they saw in November 2021, month ad revenue from InMobi in March 2022 was 164% higher. SmartNews has seen especially pronounced growth around native ad revenue. Between March and April 2022, native ad revenue from InMobi rose by 27% on Android and by over 141% on iOS. In addition, in-stream ad revenue from InMobi went up by 49% between April and May 2022.

