

CASE STUDY: OPENWRAP SDK

HOW SCORES APP DOUBLED eCPM WITH PUBMATIC'S OPENWRAP SDK

Scores App provides live scores, stats, schedules, and standings for professional and collegiate sports. Over the last year, Scores App has organically grown their user base by 20% across their seven sports apps engaging 200k sports fans daily on their mobile devices.

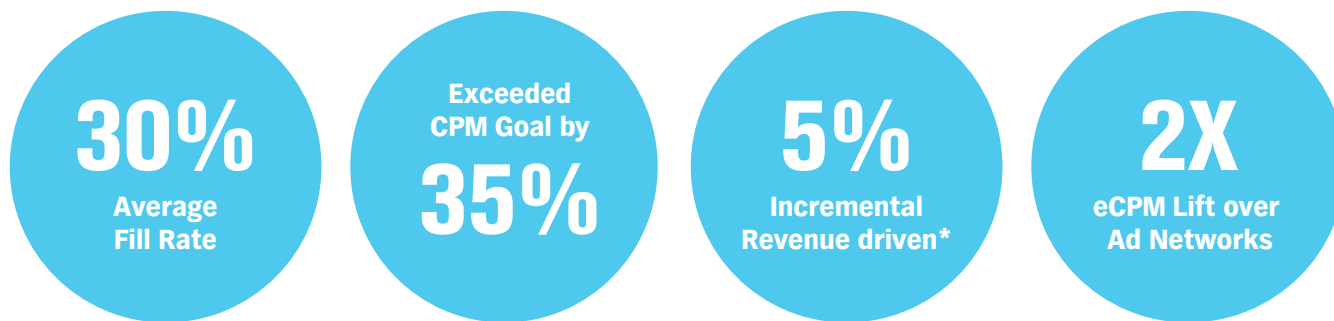
THE CHALLENGE

With growth comes opportunity: following the rise in daily active users, Scores App was ready to move away from a traditional mobile ad network model in favor of a programmatic app monetization partner that could maximize revenue streams with high quality, high yield ads and deliver diversified demand.

SOLUTION: PUBMATIC'S OPENWRAP SDK

The combination of a lightweight SDK and cloud-based demand partner management allowed Scores App to easily add new programmatic demand sources without changes to the SDK or app store approval. Enterprise-grade reporting delivered actionable insights to optimize floor pricing and fill rates, while improved ad quality from PubMatic's quality product suite and premium demand partners bolstered user experience and engagement.

SUCCESS BY THE NUMBERS



*in first 8 weeks

“ Through OpenWrap SDK, we have been able to seamlessly integrate two new demand partners, resulting in increased revenue and very competitive CPMs. Service and consultation has also been outstanding. Together, the PubMatic team and platform have allowed to us to spend less time managing our ad monetization and focus more on creating and delivering quality apps. ”

JIM DEFALCO
CEO
SCORESAPP