Talkatone is a leading communications app, providing free calling and texting to over one million users in the U.S. and Canada. Talkatone monetizes its service through a mix of in-app advertising and in-app purchases.

**CHALLENGES**
For years, Talkatone had been working with various ad partners to monetize its inventory. As the industry started shifting towards dynamic pricing and header bidding, Talkatone sought a partner who could provide the scale and technical sophistication to take advantage of this trend.

**SOLUTION**
PubMatic’s OpenWrap SDK was the perfect fit for Talkatone’s proprietary in-app auction, combining strong demand with an advanced SDK that prices individual impressions rather than averages. Additionally, OpenWrap SDK’s easy-to-use UI simplified adding additional bidders.

**SUCCESS BY THE NUMBERS**
Within days of rolling out OpenWrap SDK, PubMatic’s demand accounted for close to 10% of Talkatone’s daily impressions. Currently PubMatic fills at a rate of 3X its peers among Talkatone’s ad partners.*

*Compared to other partners. Talkatone internal data from 2022