Public (Inshorts) Case Study

ABOUT Public

The Public app from Inshorts is a location based social networking app from India which enables users to record and share happenings around them enabling real-time local updates. With 100 Mn+ downloads on the Google Play Store, Public has fast become one of the fastest growing apps with tremendous growth coming from Tier 2 and Tier 3 cities.

KEY STATS AFTER INTEGRATING WITH ADSTER

Render Rate
28%(ADX) ↑

No of Demand Partners
3X ↑

Fill Rate
92% (All) ↑

Efficiency
101% ↑

CHALLENGES

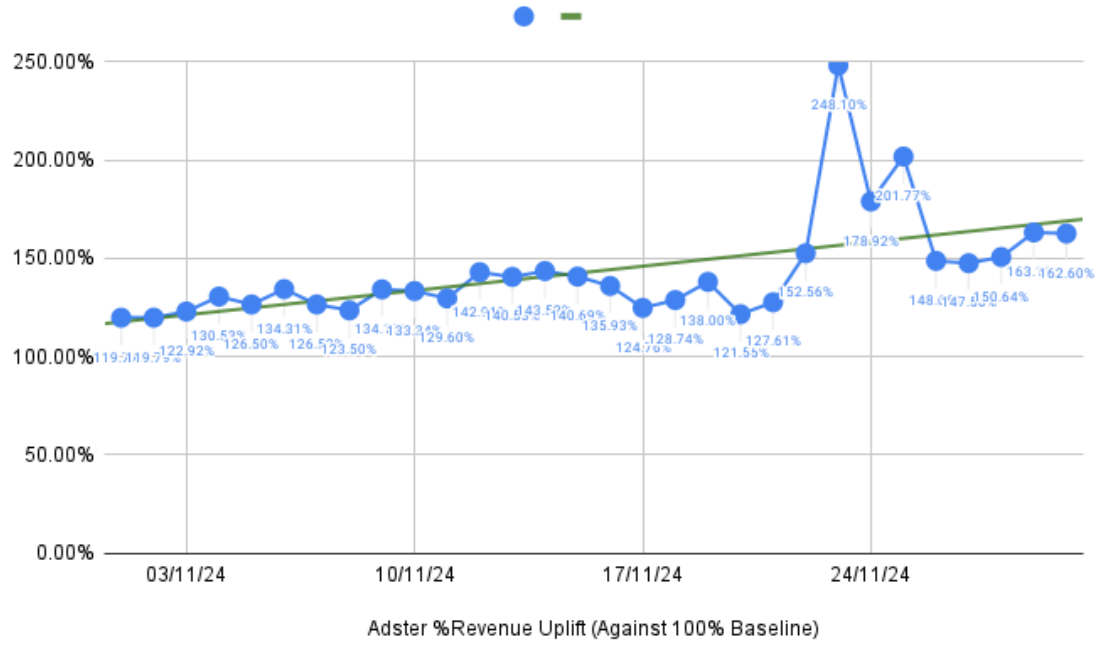
Public primarily monetizes through display, native and interstitial ads, catering to a diverse user base in multiple languages. Public generates revenue through direct & programmatic advertising by monetizing its inventory but faced a few daunting challenges in scaling its Ad revenue

- Integrating new network partner SDKs (like Amazon, Liftoff, TTD & more...)
- Dependency on backend engineering/development teams to make config changes
- Identification and implementation of workflows to render ads efficiently
- Implementing multiple demand sources adjacent to their primary mediation platform (GAM)
- Missed opportunities as a large number of ad requests didn't receive responses, leaving placements unfilled and resulting in revenue loss

HOW ADSTER HELPED

Prior to Adster, Public was primarily using GAM to run ads for direct campaigns and filling remnant inventory through programmatic demand from Google ADX and Amazon for their programmatic revenue. However, they faced significant challenges in boosting ad revenue

- Adster's AMP significantly improved Public's Ad revenue boosting it by >45%+. The SDK (as part of AMP) integrated with multiple high-demand sources such as Google Ad Manager, Admob, Audience Network by Meta, and Amazon Publisher Services which significantly increased demand and improved their fill rate, resulting in a significant uplift in revenue in the 1st month of go-live.



Adster %Revenue Uplift (Against 100% Baseline)

- Additionally, Adster's meta-mediation SDK adopted efficient techniques, including caching and ad unit optimization within their app. This significantly reduced latency and increased the efficiency (fill x render rate) from **1.2%** to **11.5%**.

- Next Steps: Activate Adster's advanced Yield enhancement strategies, such as User level intent analysis, yield groups, and dynamic pricing floors (at a user level), to enhance yield and scale revenue despite the inherent complexities and need for constant innovation in Ad serving technology.

IMPACT

By implementing Adster's meta-mediation and orchestration platform, AMP, Public was able to streamline and optimize Ad serving across the app and enhance ad revenue by 45%+ through improved fill and render rates.