



+96%  
revenue

+114%  
cpm

8d  
days live

## Narwhal for Reddit Doubles Ad Revenue in a Week

Rick always knew his app could earn more; turns out he was right.

### Background

Narwhal for Reddit is the go-to iOS application for Reddit users. Since 2014 the app has captured attention achieving a nearly perfect five star rank after thousands of ratings. Narwhal for Reddit uses MoPub for ad mediation, running multiple networks on their banner and native ad units across all versions of the app.

Occasionally Rick Harrison— co-creator— would experiment with tweaking the advertising strategy: adding a new ad network, setting floors, or tweaking the ad serving configuration in other ways but didn't seem to make much difference. But Rick knew there was potential:

*"I knew the app could do better, I just didn't know where to start."*

### The Solution:

In the process of vetting a new network, Rick was introduced to AdLibertas, a platform helping publishers increase ad revenue. After hearing AdLibertas would automate reporting & automation of mobile inventory, Rick was interested:

*"Reporting has always been difficult to manage, plus the promise of automated optimization was intriguing. The quick integration and cost model made it a no-brainer."*

### The Result:

Within a day of signing up for the platform, AdLibertas was running consolidated reporting and automated-optimization. Within a week the new network configuration had doubled overall advertising revenue.

*"It's very exciting to unlock potential within our app - it's given me the ability to make more while saving me time to work on other projects!"*



**narwhal for reddit** 17+

Fast, fun, for reddit

[Rick Harrison](#)

#160 in News

★★★★★ 4.7, 9K Ratings

Free · Offers In-App Purchases

