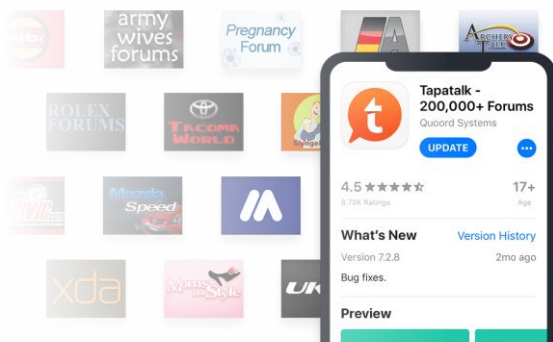# Social App Tapatalk increases mobile ad revenue by 75%

Outsourced optimization brought huge earning increases within the week

Background

Tapatalk is the leading social app for aggregation of internet forum discussions, they are used by hundreds of thousands of communities worldwide.

Leveraging a growing mobile user-base Tapatalk's COO Eric Sternbach was searching for the best solution for ad monetization. They opted for MoPub's mediation platform.

The Problem

Tapatalk has a lot of users and a lot of mobile traffic to monetize. Choosing the right demand partners, optimizing the buys, and keeping tabs on performance quickly became a challenge. The overhead of daily management seemed like a monumental burden.

Tapatalk was introduced to AdLibertas:

"We were going to build & manage in-house but when we heard AdLibertas would automate reporting & optimization only charging a percentage of gained revenue, starting a trial was a no-brainer."
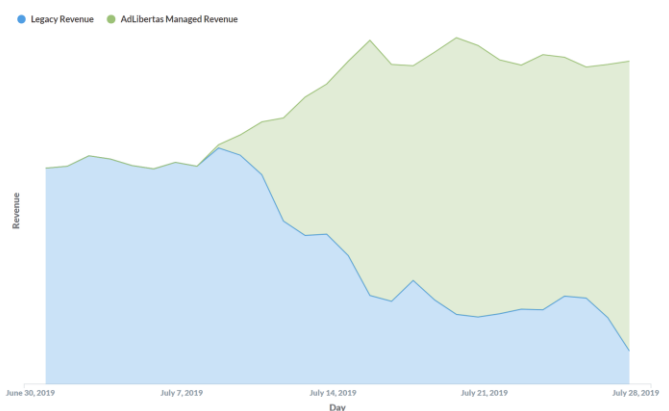
-Eric Sternbach , COO

The Solution

Tapatalk uses AdLibertas for automated reporting & optimization.

The Result

Having quickly integrated reporting credentials, Tapatalk saw immediate returns. Within seven days AdLibertas has sustainably increased mobile ad revenue by over 75%!

"Set-up was easy and reporting is great but the performance gains from their algorithms were remarkable! !"