



Paltalk

New York, NY

- Top 10 Social Networking app on iOS in Asia Pacific
- Top 25 Social Networking app on Android in Asia
 Pacific
- 45,000 reviews

Goals

- Optimize mobile ad revenue more efficiently
- Monetize international traffic with ad networks

Solution

- Integrated the MoPub platform for better data solutions and sophisticated network mediation
- Moved from offline reporting to a customized revenue dashboard with real-time data

Results

- Quadrupled mobile ad revenue
- Reduced 40% time spent on manual reporting
- Accelerated decision making by eliminating cumbersome manual reporting

Paltalk quadruples daily ad revenue on the MoPub platform. The combination of better data delivered in real time with more sophisticated mediation tools drives immediate gains.

Challenges

Paltalk is a video group chat service that enables users to easily communicate across connected devices. Paltalk Mobile, on Android and iOS, lets users join public video chat rooms and connect with other users who share common interests and passions.

As the social discovery app rapidly grew in global popularity, Paltalk realized severe inefficiencies with their previous mediation solution. They had limited visibility into per-partner performance, which prevented them from optimizing ad networks in a timely manner.

Paltalk needed a sophisticated solution that allowed them to efficiently access their performance data, make adjustments for optimal revenue, and better monetize their international traffic.

Solution

MoPub provided advanced features and hands-on support that enabled Paltalk to seamlessly migrate their existing network partners while adding new demand to optimize revenue:

- Moved from offline reporting to a customized revenue dashboard with real-time data
- Added immediate access to 100 new demand sources through MoPub Marketplace
- Continued partnerships with regional ad networks to monetize international inventory

Results

The entire platform migration was accomplished in less than three weeks. Paltalk saw immediate results upon moving over to the MoPub platform.





Paltalk

The MoPub
Dashboard is light
years ahead of our
previous mediation platform.
We used to have to wait for
them to send our
reports. Now we see
and act in real time.

 Eric Sackowitz, Chief Operating Officer, Paltalk

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The key gains for Paltalk were additional time and better data to make informed decisions. With a better reporting interface that eliminated hours of work in an excel spreadsheet, the company reallocated that time to implement strategies designed to improve revenue performance. They were able to create custom geotargeted waterfalls and explore new ad formats.

Paltalk is now expanding their revenue opportunity by adding native ad units into the app experience.



Example of MoPub Native Ads in the Paltalk app's chatrooms



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1355 Market St., San Francisco, CA 94103 386 Park Ave S., 12th Floor, New York, NY 10016 MoPub is the world's leading ad server for smartphone application publishers, designed to drive more ad revenue through a single solution. We offer the first comprehensive monetization platform for mobile app publishers that combines real-time bidding, ad serving, cross-promotional capabilities and ad network mediation into one, easy-to-use platform. As a pioneer in real-time bidding for mobile, we built the first transparent market that enables advertisers and other demand side buyers to access billions of ad impressions with hyper-targeted data from app publishers. On MoPub Marketplace, publishers get complete control over their inventory and transparency into their ad revenue.