

How Start.io became one of iFunny's top strategic advertising partners



iFunny is a popular social media mobile app and website that features memes, photos and videos. The app launched in 2011 and has more than 70 million downloads in the United States, making it one of the most popular entertainment apps in the country. iFunny's mobile apps generate more than 3.5 billion in-app events every day.

Goal

iFunny wanted to find a global partner to help the company monetize their top apps on iOS and Android more efficiently, with better ad targeting, higher eCPMs, while maintaining the company's high advertising fill rate.

Process

Start.io reached out to iFunny and suggested the company integrate with Start.io's platform through Amazon's Transparent Ad Marketplace (TAM). Following an in-depth kickoff call, the Start.io integration team got to work.

The Start.io team supported iFunny throughout the integration process to ensure the fastest and smoothest advertising integration experience possible.

Start.io gave iFunny access to all data through the Start.io user interface and enabled the reporting API feature. The Start.io and iFunny teams worked together closely on a daily basis through the integration process, which helped ensure optimal outcomes and rapid growth.

iFunny used Start.io's platform to connect its mobile apps to Amazon TAM, focusing mainly on interstitial, banner, video and medium rectangle ads (MREC).

The Start.io monetization algorithm studied iFunny's traffic behavior and was able to serve ads that met the company's eCPM goals.


Outcome

Start.io's mobile app monetization solution allowed iFunny to access diverse, premium advertising demand from across the globe. Our leading mobile, in-app programmatic platform enables the industry's top demand-side platforms (DSPs) to compete and bid on iFunny advertising inventory, helping the company maximize their earnings for each impression.

With precise fine-tuning of demand, Start.io made sure iFunny was happy with its results and reached their desired eCPMs, while maintaining a healthy fill rate.



"Our partnership with Start.io has been highly successful, consistently delivering exceptional outcomes. We've excelled in enhancing revenue generation and seamlessly integrating their services. Their comprehensive reporting and analytics allow us to make data-driven decisions and optimize our strategies effectively, maintain high inventory quality and brand safety. Our commitment to innovation and adaptability keeps us at the forefront of industry trends, ensuring outstanding results for both FunCorp and our users."

 **Sergei Efimov**
CRO, FunCorp

Results *

iFunny experienced a 20 percent increase in eCPMs between their first month and third month on the Start.io platform, with just a 3.1 percent dip in the company's fill rate over the same time period.

