Just as Audiomack moves music forward, Ogury moves user data control forward. To move music forward, Audiomack has built a valuable music platform for creators and enthusiasts, and they aimed to continue offering this value through their user’s overall mobile experience in a responsible and compliant way.

Summary

Audiomack turned to Ogury’s Intelligent Monetization to build trust simply and intelligently.

Facts

- **60%** consent notice acceptance rate
- **15%** share of total ad revenue
- **42%** share of Android interstitial revenue

*Acceptance rate varies by app and implementation of consent notice. Typical opt-in rate is between 45-50%*
**Problem**

Audiomack places significant value on their user experience, offering a free, limitless music sharing and discovery platform for artists, tastemakers, labels, and fans. However, despite the success of their user-centric approach, this strategy presented a huge challenge for Audiomack, surrounding user data control and transparency. Audiomack set out to leverage data and insights to add value to their user’s mobile experience. However, accessing this data had the potential to threaten their trust-based relationship with their users, a relationship that Audiomack credits for their continued success.

**Solution**

Audiomack wanted users to have control over their data, similar to how users of the platform have control over the music content they consume or share. *Ogury Consent Manager* provided a solution to this challenge, by handling user consent collection with one simple integration, ensuring compliance with global regulations such as GDPR. Audiomack users are shown one easy-to-manage and non-disruptive consent notice, giving them the control and freedom of choice over the data they share. Powered by a purpose-built Revenue Optimization Engine, *Ogury Intelligent Monetization* understands each individual user accurately enough to deliver value to them, with one SDK automatically serving the most relevant content for each user. This builds trust by only serving relevant content, and by giving Audiomack users the ability to opt-out at any time, ensuring their publisher/user relationship remains strong as their music platform grows.

**Results**

Ogury Intelligent Monetization successfully increased Audiomack’s performance, with 15% share of total ad revenue and 42% of Android interstitial revenue being attributed to Ogury. In addition to the impact on revenue, Audiomack’s consent notice acceptance rate averages a solid 60%, which is above typical opt-in rates for truly GDPR compliant consent notices.

Partnering with Ogury has enabled us to grow performance, and provide our users with control over their data. With the subsequent increase in revenue, Ogury Intelligent Monetization has become an essential part of our operations.

Dave Macli  
Founder, Audiomack