text+ is a leading mobile communications service that lets users text and talk for free or at a minimal cost. It offers unparalleled choice, savings, and reliability to consumers globally for a better mobile experience.

To ensure a quality user ad experience, text+ turned to Ogury to implement its user-friendly format, Thumbnail Ad.

Summary

Facts

16% increased fill rate across iOS and Android

$5.50 Overall eCPM (5x higher than traditional banner placements)

25% increase in revenue*  

*Thumbnail delivers 100% incremental revenue and now accounts for 20% of total revenue.
Problem
text+ prides itself on its user experience. While maintaining a commitment to its user centric approach, they still wanted to increase ad revenue. Unfortunately, implementing a new monetization technology threatened to disrupt the user experience. text+ needed to find a technology partner that could provide incremental revenue without sacrificing the users’ in-app experience.

Solution
text+ chose to partner with Ogury to access monetization technology that is optimized for advertising results. Since July 2020, Ogury has been providing text+ with technology to increase ad revenue with a new user-friendly format, Thumbnail Ad. Thumbnail Ad is the world’s first mobile-native, non-fullscreen format for performant video. It is a discrete, ephemeral ad format that appears in a precise location within the text+ app, which provides an effective advertising experience. Built for mobile, the unit is draggable by the user and proven to be less intrusive than traditional formats that break content consumption.

Thumbnail Ad provides a quality user experience, even within a texting app where advertising can sometimes be seen as disruptive. The small size of the Thumbnail unit combined with the unit’s dragability has proven to be welcomed by users of the app. The unit also drives strong ad revenue results for the publisher while putting the user-first. Compared to an MPU (300×250), a Thumbnail Ad represents only 25% of its surface area. And it’s only 12% bigger than a Small Banner (320×50), but performance is considerably higher.

With the ability to finally achieve the viewable video metrics advertisers demand, text+ can access top CPMs on mobile without having to run full-screen, and it can now access the highest $/pixel format on the market. Being a new format, all revenue is 100% incremental. It’s not just another demand source in an existing waterfall.

Results
After implementing Ogury’s Thumbnail Ad, text+ saw a 16% increase in fill rates and an overall eCPM of $5.50, which is ~5x higher than banner rates. Thumbnail revenue now accounts for approximately 20% of the total Ogury ad revenue on text+. This revenue is 100% incremental as text+ was previously unable to monetize certain pages on the app. As the unit continues to perform well, text+ plans to roll out the Thumbnail Ad unit across additional pages on the app.

“We were drawn to Thumbnail Ad because it’s an ad unit built specifically for mobile. As a mobile-first company ourselves, the fact that Thumbnail Ad offers our users an ad experience built specifically for the environment that they’re in is extremely important. Moreover, Thumbnail Ad offers top CPMs from premium brands, yet does not interrupt our users’ interactions with our app.”

Alex Scissors
Director of Monetization