

AT&T Interactive Case Study



"We are extremely satisfied with in-app ads from the YP Local Ad Network. It has

been hard to find a mobile ad network that could fulfill the promise of high fill rates, high eCPMs and strong CTRs but AT&T Interactive over delivered in each of these categories."

— Greg Woock, CEO, Pinger

AT&T Interactive

AT&T Interactive, a subsidiary of AT&T Inc., is an industry leader in creating local search products that encourage consumers to discover and engage with local businesses across three screens: online, mobile, and TV. AT&T Interactive's YP Local Ad Network allows mobile publishers to integrate hyper-local advertising into multiple mobile platforms that offer strong fill rates and high eCPMs. To learn more about the YP Local Ad Network, please visit the newly established publisher portal at <http://publisher.yp.com>

Pinger and AT&T Interactive Prove Monetization Power of Local

Pinger, founded in 2005 by former Handspring executives Greg Woock and Joe Sipher, runs a mobile network that allows its users to talk and text for free.

CHALLENGE

Textfree, a free-to-download mobile application that generates revenues through advertising and offers, faced the persistent challenge of getting enough targeted ad impressions. Although mobile ad networks continued to proliferate, their performance, ad value and fill rates varied significantly. Most were not capable of serving enough ads or tended to serve low eCPM "run-of-network" advertisements. The priority for Pinger was to identify a mobile ad network that delivers both high eCPMs and high fill rates. Pinger had a theory: locally sourced mobile ads are more successful at monetizing ad impressions than general mobile ads due to location relevancy. To test its hypothesis, Pinger turned to AT&T Interactive's in-app local ads for publishers on the YP Local Ad Network.

RESULTS

Leveraging the in-app local ads to support monetization of its Textfree mobile app, Pinger was able to fill 75%, on average, of the nearly 200 million requests made for in-app ads in April 2011. This far exceeded Pinger's expectations and, with over 1.2 billion total monthly ad impressions, meant significant revenue for Pinger. "We saw instant positive results," said Brook Lenox, Senior Manager, Online & Mobile Marketing at Pinger. "During the month of April 2011 when we used local ads from the YP Local Ad Network, the Textfree app saw a 3x increase in eCPMs with a phenomenal fill rate," said Lenox.

Pinger substantially increased revenue for its Textfree mobile app by easily implementing AT&T Interactive's in-app local ads, a new type of ad unit that serves locally relevant mobile display ads.