



Handmark's OneLoudr Increases eCPMs and Fill Rates with AT&T Interactive

Handmark is a leading mobile application developer that specializes in the delivery of mobile application solutions. This includes development, distribution and monetization for brands, publishers and media companies. OneLoudr is a Handmark subsidiary that creates popular mobile applications including TweetCaster and FriendCaster. These applications draw from social and crowd-sourced content to create personalized mobile experiences.

CHALLENGE

OneLoudr decided to serve locals ads on its free TweetCaster mobile app. Having recognized the potential to reach an “on-the-go” audience through mobile devices and local advertising, OneLoudr experimented with a variety of mobile ad networks.

OneLoudr found that some ad networks provide great eCPMs but deliver low fill rates. Conversely, ad networks with high fill rates typically have low eCPMs. To solve the problem, OneLoudr turned to AT&T Interactive's [YP] Mobile Local Ad Network. With AT&T Interactive, OneLoudr validated claims that a targeted mobile ad network can consistently optimize both key metrics.

RESULTS

OneLoudr achieved its goal of high fill rates and strong eCPMs by leveraging in-app local ads from [YP] Local Ad Network. OneLoudr improved overall eCPMs by more than 15% and enhanced fill rates by almost 20%¹. “The [YP] Local Ad Network performed reliably on both key metrics: eCPMs and fill rates,” said Evan Conway, President of OneLoudr. “It's hard to find a solution that fills a need the other ad networks don't consistently provide. AT&T Interactive met that challenge.”

OneLoudr found both high fill rates and eCPMs with AT&T Interactive's [YP] Local Ad Network to reach an “on-the-go” audience through local advertising on mobile devices.

¹ Data from May-July 2011, using Feb-Apr 2011 as baseline. Source: Handmark/OneLoudr

AT&T Interactive

AT&T Interactive, a subsidiary of AT&T Inc., is an industry leader in creating products that help consumers discover and engage with local businesses across three screens: online, mobile, and IPTV. AT&T Interactive's [YP] Local Ad Network allows online and mobile publishers to integrate hyper-local advertising that delivers strong fill rates and high eCPMs. To learn more about the [YP] Local Ad Network, visit the Publisher Center at <http://publisher.yip.com>.