SKOUT

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.yp.com**.

Skout and AT&T Interactive Team Up for Mobile Monetization

Skout, founded in 2007, is a leading mobile social network for meeting new people. The free Skout app, which has millions of members, frequently ranks among the top 20 mobile apps for iPhone and Android.

CHALLENGE

To expand its monetization strategy beyond premium memberships and virtual gifts, Skout signed up with several ad networks to test consumer reaction to mobile advertising. But the lack of relevancy in some of the mobile ads served had an adverse effect on the user experience and led to consumer complaints. To improve the user experience and increase monetization with better targeting, Skout turned to AT&T Interactive's [YP] Local Ad Network, which serves highly targeted hyper-local ads.

RESULTS

After implementing in-app local ads from [YP] Local Ad Network, customer complaints decreased, easing concerns that serving ads would reduce Skout's popularity. In addition, Skout increased average eCPMs by 44% and fill rates by 37%, doubling ad revenue in three months.[1]

"AT&T Interactive has been an important early asset in our mobile monetizing endeavors," says Josh Chamas, VP of Revenue at Skout. "[YP] Local Ad Network is a top-tier choice for us due to the high quality and relevance of their in-app ads. It's about making the whole experience relevant for the mobile users. If we do that, the revenue will follow."

By keeping the user experience in mind and serving highly targeted and relevant ads from [YP] Local Ad Network, Skout not only increased eCPMs and fill rates but also maintained the overall positive user experience that keeps their users engaged.

[1]Data from September 2011, using July 2011 as the baseline. Source: Skout

at&t | Interactive