

whisper

Whisper Sees Tremendous Success With Smaato on Google Exchange Bidding

When two innovation-driven companies work together, the results can be impressive. That's what happened when the social networking app Whisper partnered with Smaato to leverage the latest developments in advertising technology. Within just five months, Whisper achieved +880% growth in revenue and +57% growth in eCPM.

Profile

Whisper is a social platform where people without an identity share real thoughts and feelings. Millions of monthly users create, share and interact in a space where they feel safe.

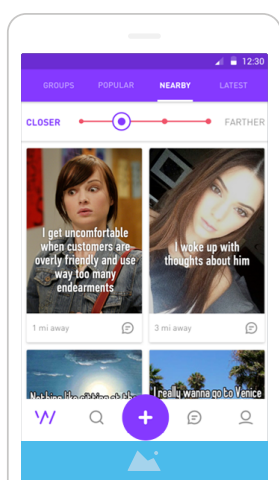
Goal

At Whisper, effective advertising is a priority. The platform offers brands keyword targeting that aligns ads with authentic user-created content. When Google Exchange Bidding (EB) launched, Whisper was eager to be one of the first partners to join the program. They wanted to see how they could maximize the revenue they were already seeing using Google's Display & Video 360 as their primary ad server.

Smaato is our top partner on Google EB. With their personal account management, we have achieved excellent results, including a 9X revenue increase. The Smaato team is always eager to understand our needs and are proactive in finding innovative solutions for our monetization success."

Julian Salinas

Manager, Ad Operations at Whisper



Smaato's Strategy

As the first mobile-only partner to join the Google EB program, Smaato was in the unique position to enable Whisper's in-app inventory to achieve its full potential. Smaato's global demand was a vital factor in reaching this goal and opening up Whisper's inventory to advertisers around the world. With Whisper prioritizing the safety and experience of its users, Smaato's reputation for exceptional ad quality was also highly valued.

57% eCPM Lift

880% Revenue Increase