

wattpad

Wattpad Turns to InMobi to Monetize Growing International Millennial Audience with High Performing Video Ads

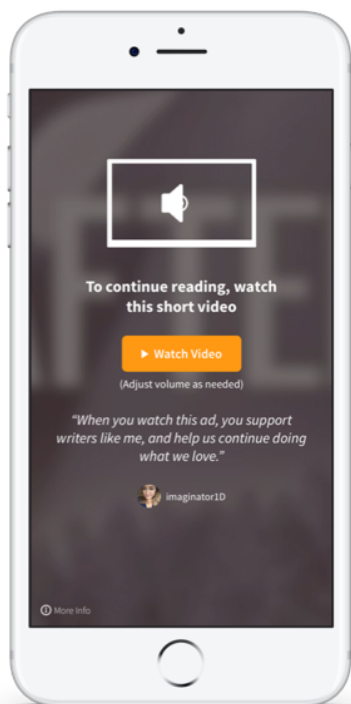
[Wattpad](#), the Toronto-based global multiplatform entertainment company for original stories offers a completely social experience transforming how the world discovers, creates and engages with content. Founded in 2006, Wattpad connects a community of over 55 million people worldwide - 90% are under age 35, with over 90% of the total in-app reading time coming from mobile.

+125M

Global Daily Ad Requests

+98%

Video Completion Rate



Wattpad Futures Video Ad Placement



InMobi Vertical Video Ad

"InMobi offers a diverse and high-performing in-app product portfolio with video, display and native ads which blends seamlessly with Wattpad's app layout.

Wattpad users enjoy a great non-disruptive advertising experience while we are able to consistently exceed our increasingly demanding global revenue targets."

- Chris Stefanyk, Head of Brand Solutions at Wattpad

After more than a decade since launch, Wattpad has transformed the traditional reading and writing experience bringing together a large community for readers and writers. Providing support for over 50 languages, Wattpad has experienced an impressive hockey stick growth over the last couple of years prompted by a successful global expansion. **Wattpad needed a sustained ad monetization strategy that would, above all, preserve the storytelling experience while capitalizing in a growing global youthful audience.**

In 2015, Wattpad started working with InMobi when looking to monetize their app with banner ads. InMobi introduced Wattpad to effective **InMobi Display Ad Units** and provided consultative advice on testing various sizes and placements. Being mindful of maintaining the true reading experience, InMobi guided Wattpad in how to make the most out of these placements by optimizing based on performance and user behavior as well as determining the optimal frequency for which of these ad units were fed in-app. Going one step further, InMobi assisted Wattpad in reaching their 2016 programmatic targets, leveraging the **InMobi Exchange** to serve high performing brand campaigns that would perfectly connect young readers with the lifestyle brands they love.

“Working with InMobi for almost two years now has been fantastic for our business and we are exploring ways to expand this relationship even further. InMobi Video Ads helped us achieve this by increasing our mobile video completion rates to over 98% while still delivering the best user experience to our global audience.”

- Chris Stefanyk, Head of Brand Solutions at Wattpad

Additionally, Wattpad turned to InMobi to power **Wattpad Futures**, their innovative ad-generated revenue program for its writers. The suite of flexible and configurable **InMobi Video Ads** - skippable and available both in vertical and horizontal orientations - played an integral role in the program where in-story ads are seamlessly displayed every few chapters and appear every 30 minutes during a reading session. InMobi’s campaign optimization strategies, combined with Wattpad readers’ willingness to support their favorite authors by viewing an ad, boosted video completion rates to over 98%, exceeding most advertiser objectives.

Wattpad Monetization Strategy powered by InMobi

Diverse Ad Formats with Flexible Configuration (Size, Orientation, Frequency, etc.)		Mix of User Acquisition, Remarketing, Brand & Commerce Advertisers.	Tier 1 Global Demand from US, Australia, UK, Canada, Mexico, Brazil, Indonesia and More.
1.	iOS - Display (320x50 & 300x250)	→	Home screen and between chapters
2.	Android & iOS - Full Screen Video	→	Between chapters
3.	Android & iOS - Skippable Full Screen Video	→	In-story and between chapters

Moving into 2017, Wattpad will rely on InMobi as the preferred global monetization partner to unlock further long-term revenue with **InMobi Native Ads**, designed to offer flexibility, customization and to create the look and feel of a unified advertising experience that elegantly blends in with the user generated stories. Download Wattpad for free on the [App Store](#) and [Google Play](#).