

InMOBI™



WeatherBug Increases Monthly Revenue with InMobi Mediation

As one of the world's most popular free weather apps with 20 million users worldwide, WeatherBug was looking to improve global ad revenue while also reducing its SDK load. That's when WeatherBug turned to InMobi's mediation solution to both boost monetization efforts through true unified auctions while also making the mobile app lighter and less memory-intensive by utilizing as few ad network SDKs as possible. Since moving to InMobi mediation, WeatherBug has seen total ad revenue rise by 15 percent.



"In an effort to cut down on individual partner SDKs, we tried InMobi's mediation platform. We have had great **success in driving eCPMs higher utilizing their unified auction**, as we find this to be a more efficient and profitable way to do business. Another crucial element for us was the **excellent customer service we got from InMobi**, as they are quick to respond and offer a lot of insightful ideas on how to get the most from their mediation layer."

*- Ed Arrandale, Director of
Programmatic & Monetization at
WeatherBug*

In 2017, WeatherBug was working directly with anywhere from six to eight different ad networks and exchanges – plus all of their SDKs. Weatherbug wanted to more effectively meet their CPM and revenue targets, ideally through simultaneous ad calls, but didn't want to implement additional ad network SDKs.

To solve these issues, WeatherBug turned to the InMobi mediation platform to take advantage of true unified auctions and increase the number of ad sources available, without having to implement numerous additional SDKs directly into the app. The InMobi mediation platform is unique in that it supports true competition and openness through unified auctions, where buyers bid on all inventory in real time as soon as it becomes available, which helps to boost publisher revenues through dynamic pricing while reducing latency through server-to-server connections and fewer passbacks.

In just two months after implementing InMobi's mediation platform, Weatherbug had already seen significant results thanks to simultaneous ad calls coming through a central platform. In looking at the last six months of 2017 compared to the first four months of 2018, WeatherBug saw an increase in eCPM and an overall revenue jump of 15 percent.

Thanks to the success realized from InMobi's mediation platform, WeatherBug will be doubling down on its usage by moving more of its demand and mediation business to the solution. Unified auctions coming through just one SDK can be a boon for the app. Download WeatherBug for free on the [App Store](#) and [Google Play](#).