



Ed-Tech eFlashApps sees 185% increase in revenues



MEETA SHAH
CEO, eFlashApps, LLC

“ Although we have been monetizing our apps with ads for several years, we started our InMobi account only this summer as an experiment. We must confess that we have been blown away by the results we have seen. With 185% increase in revenues and a Partner Manager who is always at our service, InMobi has become our primary platform for monetization today. ”



About the Developer

EFlashApps is delivering education through technology. When this Virginia based company launched its first app Baby Flash Cards, it went on to be ranked in the top 100 free education apps across 50+ countries. Their apps are available globally in 11 languages, and are geared towards early childhood education. Parents, teachers, speech pathologists and educational institutions utilize the eFlashApps series for teaching children via smartphones and tablets. Backed by a highly skilled team of designers and developers located throughout the world, eFlashApps serves to realize the dream of bringing to market interactive education methodologies through mobile and web-based platforms.

www.eflashapps.com

OBJECTIVE

EFlashApps has been monetizing its apps successfully through ads for several years. In order to grow their business, they decided to test the effectiveness of the InMobi ad network through a third party mediation partner. After seeing positive results in just a few weeks, eFlashApps decided to take action and work directly with InMobi to scale revenues.

SOLUTION

When the InMobi partner management team took over the eFlashApps account, a series of optimizations were implemented immediately to boost app revenue from ads. Additionally, the team offered holistic solutions to benefit the overall monetization strategy in the app. Finally, InMobi was able to deliver performance at scale by sourcing premium ad campaigns and delivering above average fill rates on first call.

THE RESULTS

The success of eFlashApps team was aided by both the technology and monetization expertise from InMobi and their partner management team. With InMobi in their corner, eFlashApps increased their revenue by 185% in less than 2 months—And now with consistent eCPMs and daily revenue, eFlashApps is continuing their partnership with InMobi by integrating additional apps with the InMobi Ad SDK monetization expertise that the Partner Manager Team at InMobi extended to make their apps successful.