How Slader increased overall app revenue by more than 20% in two weeks by integrating OpenX Bidder for Apps

Slader is a place for students and subject enthusiasts to share their knowledge and expertise with their peers; it’s a study group based in the 21st century. Offering Apps for both iOS and Android, Slader provides live tutoring, textbook solutions, and question and answer help to students in middle-school, high-school and college. Over 10 million students used it last year and it is a Top 25 Education app in the App Store.

Slader was looking for ways to increase overall app advertising revenue, without affecting user experience. The easiest way to do that is to boost the competition for each available impression. Slader, wanted a “header bidding” solution for their app where they could inject more competition to their primary ad exchange.

OpenX Bidder for Apps is an easy to integrate, lightweight solution that delivers impressive monetization on every impression. It was able to drive increased competition and participation from secure, high quality demand partners. With OpenX Bidder for Apps, Slader is now making their inventory available to OpenX’s 135+ mobile and cross-screen demand partners. With over 11,000 advertisers available to bid on their inventory, including all of the Top 100 AdAge advertiser, the OpenX mobile ad exchange delivers on the promise of increased yield.

“Within one week of going live, OpenX Bidder for Apps, on 24% of our total impressions, was able to contribute 22.5% of our weekly total revenue and earned a top spot in our demand stack behind our primary exchange.”

Scott Kolb
Co-Founder
Slader
One week after integrating OpenX Bidder for Apps and optimizing its set-up, Slader saw immediate yield benefits.

"At Slader, we run an advanced programmatic setup to make sure we are in control of our revenue decisions. Working with OpenX Bidder for Apps has allowed us to use their premium mobile demand to not only drive incremental revenue, but improve competition from all our partners, thereby improving overall yield."

Peter Bernheim, CTO
Slader

**Yield Performance With OpenX Bidder for Apps**

- **2nd Largest** Revenue Partner behind their primary exchange
- Overall CPM *increased by 20%* within 2 weeks
- Slader’s Primary Exchange had to work harder to win each impression – increasing average CPMs of the primary exchange by *25%*