Grindr, with over 12 million members worldwide generating 6 billion ad impressions, was looking to increase their programmatic revenue. By working with OpenX, they discovered how to access more demand and learned new techniques for improving yield.

Grindr was looking for new high quality ad networks that not only fill inventory, but offer higher CPMs. They wanted to increase the level of competition for each impression. They found a like minded partner in OpenX, who’s exchange is a cornerstone in helping app developers maximize the value of each impression, by ensuring the broadest number of advertising buyers have visibility into their inventory and the opportunity to compete for it.

Grindr, the worlds largest men's only social network, has over 6 billion impressions each month, of which about 80% is delivered programmatically. OpenX has provided ads for over 1 billion of those impressions since launching in August 2015. Now, OpenX consistently sits at the top of the demand stack, contributing real value to their business, with Grindr seeing eCPMs double for most of their ad units. Internationally, they have experienced increased stability in price and fill.

“Other networks are simply blind inventory fillers. We turn them off and we turn them on, but never know what they're actually capable of delivering. On the other hand, OpenX works with us as a partner. With OpenX we feel that it's a mutually beneficial partnership.”

Steve Levin
Head of Global Sales, Grindr

“With most networks, there is no true on-boarding process. OpenX worked with us directly until the integration was fully complete and optimized for the best results.”
By leveraging OpenX's BrandTags – our mobile optimized Java Script solution – Grindr, was able to access new demand in one day. BrandTags have a simple implementation process, requiring no development resources.

Unlike other mobile programmatic exchanges, OpenX continues to engage with our partners throughout the relationship, working with them to optimize CPMs for impressions and sharing techniques to improve yield in their set-up.

"We were surprised that constant communication would continue past on-boarding. At first we were a little confused as to why OpenX wanted to maintain regular contact with us since no other partner had ever done that. Through those calls we learned techniques that would improve revenue, again putting pressure on all networks to raise overall CPM. So while OpenX certainly benefitted from our ongoing relationship, Grindr benefitted as well, creating a win-win partnership."

Since implementing OpenX, Grindr has experienced no technical issues or had any negative user feedback reported with regards to performance or ad quality.

At OpenX, we pride ourselves on being the trusted advisor to our partners and help them achieve the maximum ad revenue for each and every impression. We know that by doing this, developers can focus on delivering amazing content and user experiences to their users.

"If customer care ranges from one to ten among all networks, OpenX is at the very top. One or two others fall somewhere in the middle and most are at a zero."

To learn more about OpenX's BrandTag solutions, visit [http://openx.com/product/mobile-ad-serving-for-app-developers/](http://openx.com/product/mobile-ad-serving-for-app-developers/) or talk to your dedicated contact, and learn how we can help you drive similar results.