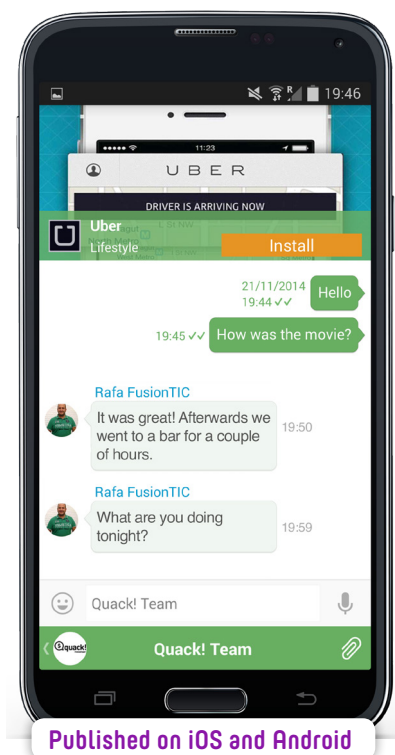


Quack! Messenger Multiplies Advertising Revenue Performance by x4

By Seamlessly Integrating Native Advertising Within Its User Experience Through PubNative's API

“ PubNative made sure to understand our users' needs in order to optimize the integration of native ads into the messaging feed. We've since then seen performance increase fourfold compared to traditional ads. ”

- Fernando Vilá Sagnier, Founder & Deputy CEO, Quack!



Published on iOS and Android

Quack! is a Instant Messaging Service app available on iOS and Android with an original value proposition: It rewards its users for interacting with it.

Business Model

Quack!'s revenue model is advertising-based, but with a twist: part of the proceeds are paid out to users. For this purpose, Quack! uses a proprietary algorithm weighing in various factors, such as the number of messages received and sent, or the number of people on the contact list.

Goal

Quack! wanted to open up a new advertising channel that would fully preserve its messaging experience while maintaining the app's revenue stream.






Solution

Leveraging PubNative's API, Quack! integrated fully customized native app install ad units within its message feed. Additionally, to further optimize the user experience, the app leveraged PubNative's ad serving technology to ensure that an ad would not be shown if already present on the user's device.

Results

- » Preserved messaging experience through seamlessly customized native ad units
- » Improved metrics all across the board: eCPMs as high as \$3 and click-through rates above 5 percent
- » X4 overall performance compared to traditional ad formats previously implemented, and largely superior in particular geos:

Overall native performance for the main countries

	CTR	CR	eCPM
 Spain	12.50 %	12.14 %	\$ 2.62
 France	14.50 %	15.50 %	\$ 2.67
 Italy	14.91 %	17.52 %	\$ 4.91
 Japan	14.30 %	5.81 %	\$ 1.87
 Taiwan	8.30 %	5.52 %	\$ 1.73
R.O.W average	8.05 %	5.23 %	\$ 2.23

VS

Average performance for traditional formats

	CTR	CR	eCPM
Banner	0.23 %	0.17 %	\$ 0.13
Interstitial	1.20 %	2.34 %	\$ 0.90
Offer Wall	1.32 %	1.98 %	\$ 0.88
Video	2.42 %	3.79 %	\$ 2.98
Other Rich media	2.13 %	3.14 %	\$ 2.25

Source: AppLift