

Pocketmath Reduces CPIs by 22% with Polymorph Integration



- Founded in 2011
- Headquartered in Austin, Texas
- One of the leading self-serve, mobile advertising platforms for buying programmatic real-time bidding (RTB) inventory
- www.pocketmath.com

"Polymorph is truly a unique platform that gives us direct access to unique inventory. We've been able to grow our partnership with Polymorph because the inventory continuously performs well for our media buyers."

- JD Lee, CEO and Co-Founder

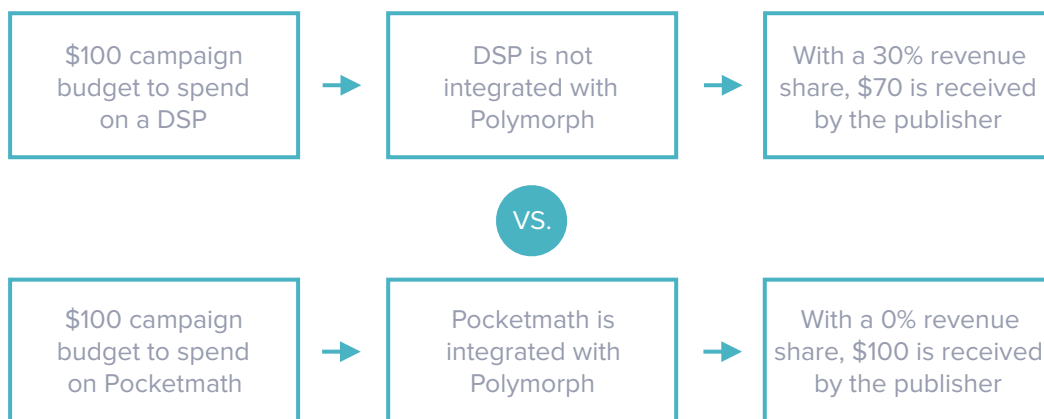
Overview

Pocketmath is one of the world's largest, self-serve, mobile advertising platforms for buying programmatic real-time bidding (RTB) inventory. Through a number of integrations, Polymorph being one of them, Pocketmath connects mobile media buyers to their target audience by driving more cost-efficient post-click installs and conversions.

Polymorph, a white-label monetization platform for modern publishers, powers the monetization stack for over 7,500 websites and mobile apps. The platform is particularly unique in that it does not take a revenue-share from the programmatic spend that is passed to publishers. This not only offers more revenue for the publisher, but also provides demand partners the best price for their ad impressions.

Solution

Pocketmath selected to integrate Polymorph for its exclusive inventory. Polymorph powers the ad requests behind thousands of mobile apps, while the technology operates as the system of record for their publishers' ad monetization. The inventory that Polymorph offers Pocketmath is completely unique, and dollars flow 100% to app developers without hidden costs or a revenue share. See the example below:



Results

As a result of the integration, Pocketmath was able to drive better results for its advertisers:

- Grew return on investment by 5x
- Reduced costs per install by 22%
- Had more direct access to the publisher, reducing the overall middleman fees and securing better pricing for their advertisers