



ASIA

Cuvora Witnesses 8.4X Growth in Revenues with In-app Ad Monetization



Solution
In-App Monetization

About Cuvora

Carinfo, the app by Cuvora is a one stop vehicle management platform that enables users to manage their vehicle(s) during the entire lifetime of owning it. Right from the first touchpoint of buying a new car/bike, getting the right accessories, recharging FASTag before taking a road trip, buying road-side assistance for being secure, renewing insurance at the cheapest price, getting the vehicle serviced at door step, checking challans routinely, to managing ownership documents, the app acts as a one-stop solution to manage all the vehicle needs.

The Highlights

8.4X

growth in ad revenue*

4.5X

higher fill rate*



"To scale our ad monetization initiatives, it was important for us to choose the right technology partner to strike the right balance between improving ad revenues and delivering superior consumer experiences. By choosing InMobi as our monetization partner, we could obtain the most value for our premium inventory without compromising on ad quality. The massive growth in the ad revenues speaks volumes on the crucial role InMobi played in opening new avenues to grow demand."



Sahil Ajmani
Director & CEO, Cuvora

The Objective

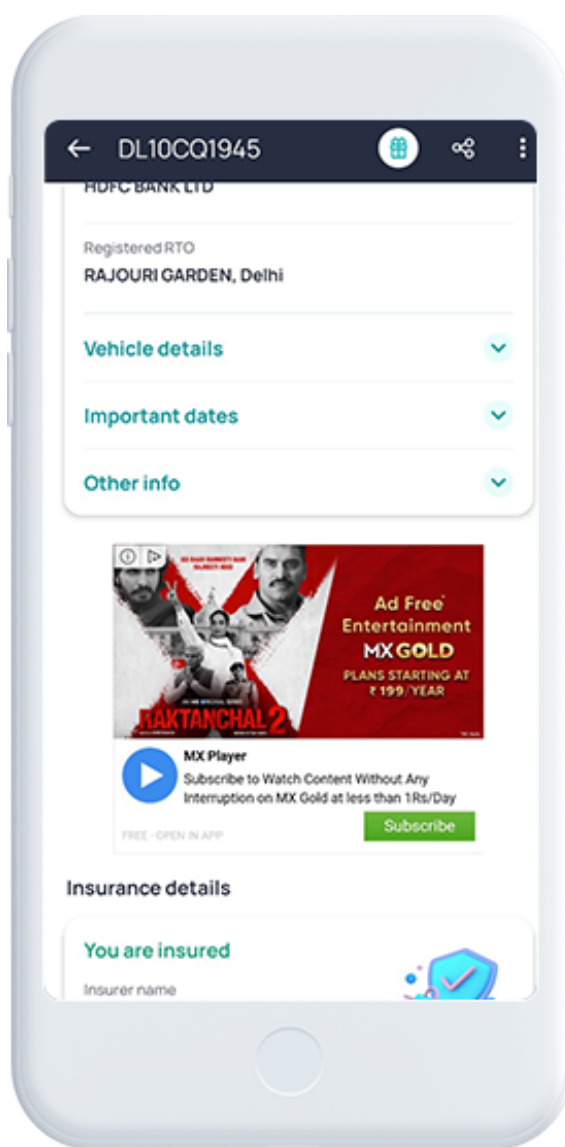
App developers/ publishers often face the pain point with their chosen monetization partners failing to monetize all their ad inventory, which means that their available ad spaces are left unfilled, leading to missed revenue opportunities. Hence, Cuvora aimed to monetize its diverse ad inventory of banner, interstitial and native ads with demand at scale from premium advertisers while offering its 8.4 MAUs an unintrusive ad experience. Hence, the app developer needed a solution that intelligently provides higher control over the choice of monetization partners with the highest average historical yield and their order of priority to increase fill rates and consequently drive revenues.



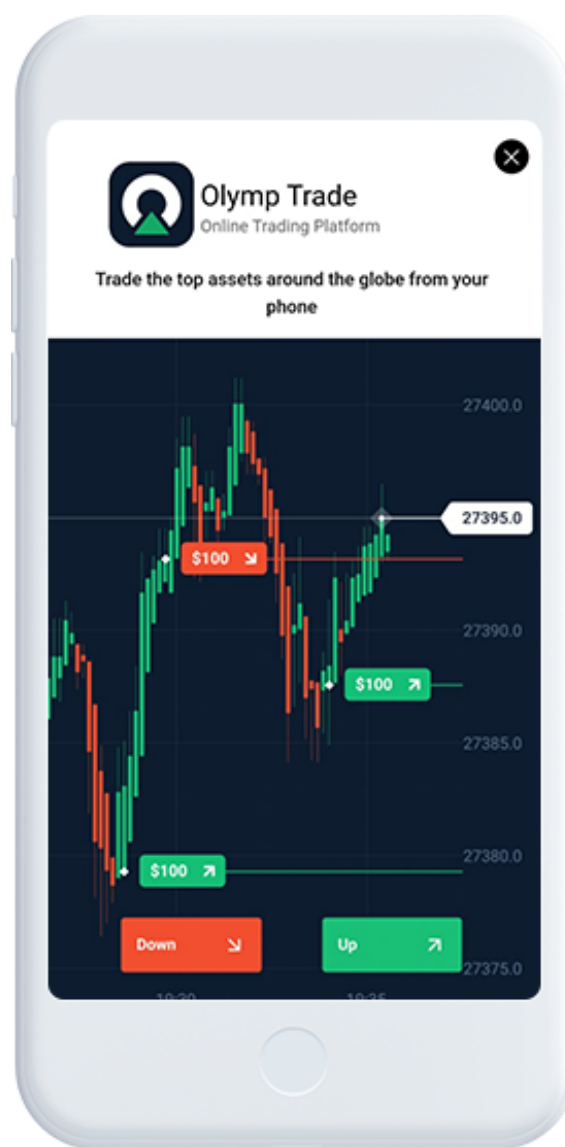
The Solution

Cuvora leveraged InMobi Exchange to maximize ROI by connecting with top-class demand programmatically through a waterfall model. Along the process, the InMobi Partner Management team worked closely with Cuvora to tailor a monetization strategy across a diverse suite of ad placements - banner, interstitial, and native ads, helping the app developer find just the right balance between eCPM and fill rate, thereby generating the highest yield.

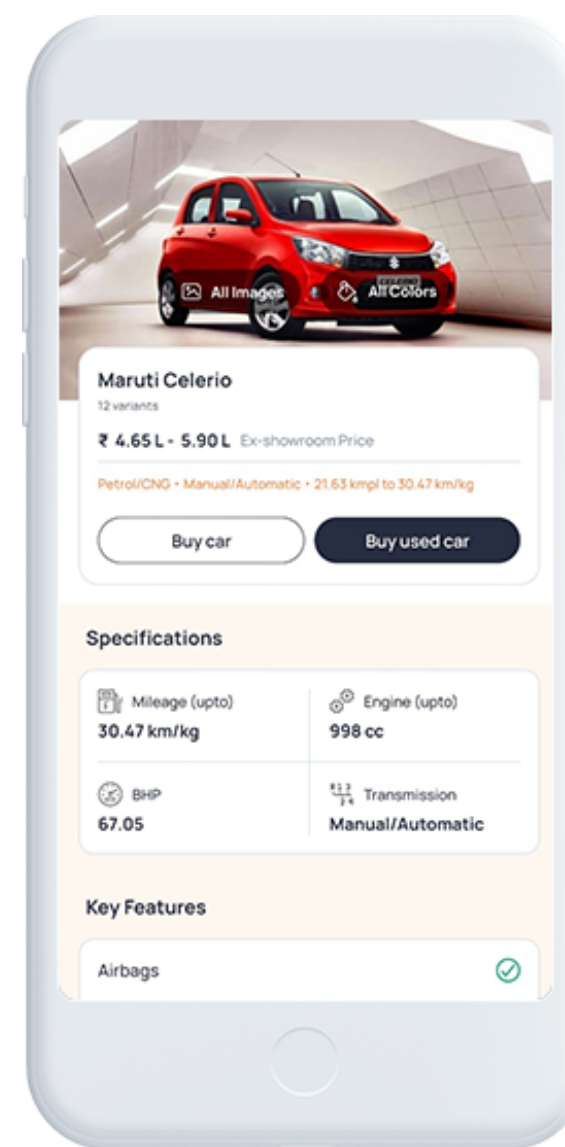
The InMobi partner management team additionally helped efficiently optimize the yield, deploying various levers such as dynamic pricing and multi-call order in the waterfall method to gain optimum bids. By helping identify the right price points for the advertisers interested in spending on their advertising initiatives, InMobi delivered a higher ROI for the app developer. While the InMobi Exchange platform's capabilities provided transparency to the app developer, the exclusive access to premium demand enabled a significant increase in eCPM, fill rates, and overall revenue.



Creative Experience 1



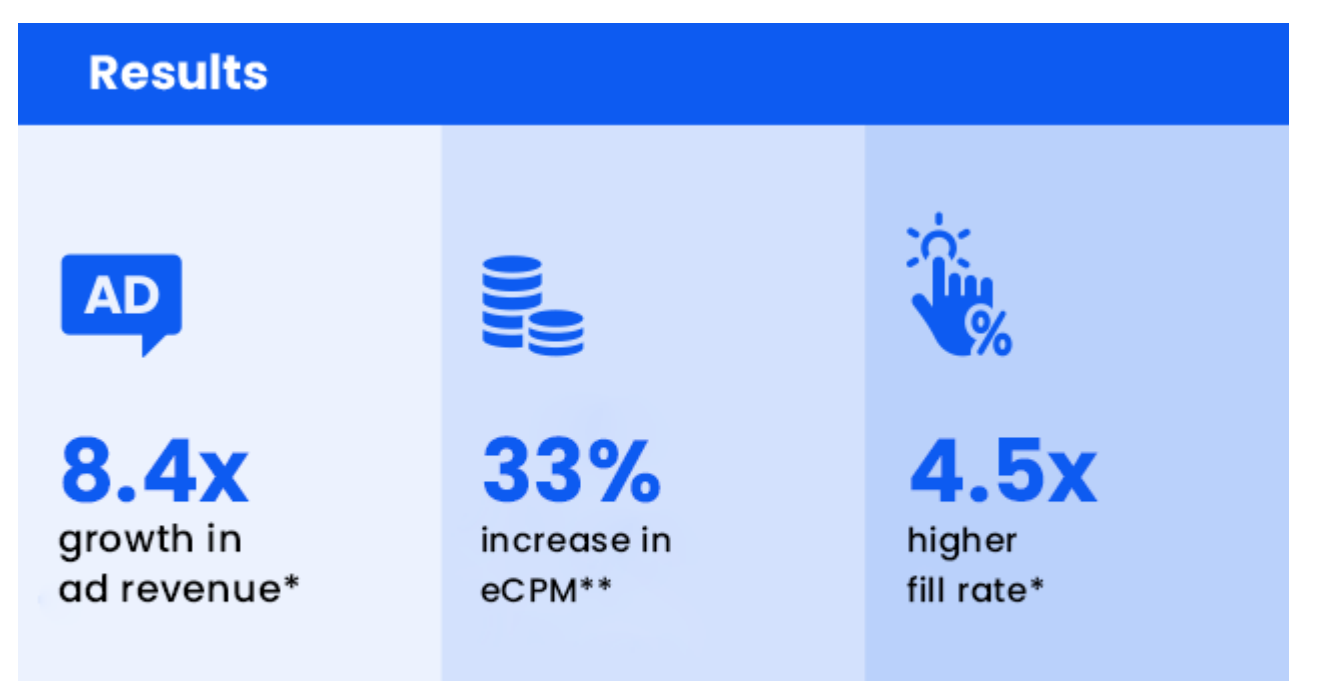
Creative Experience 2



Creative Experience 3

The Results

By integrating with a single lightweight InMobi SDK, Cuvora delivered high-quality ads, boosting ad revenue and increasing yield significantly.



*Recorded from Q4 2020 to 2021
**Recorded from Q2 2021 to Q4 2021