

# Case study: Advertising.com optimizes inventory, adds additional placements, and increases ooVoo eCPM by 60%

## Challenge

When ooVoo, a leading video communication service with 22 million users, began running display ads with Advertising.com in 2008, there were concerns about presenting ads in a video conversation, which limited overall pricing and revenue. In 2010, ooVoo asked our team to identify new ways to maximize advertising yields.



## Solution

Advertising.com reviewed the ooVoo account and developed several opportunities to generate additional revenue: redirect tags, international tags and sponsored listings.

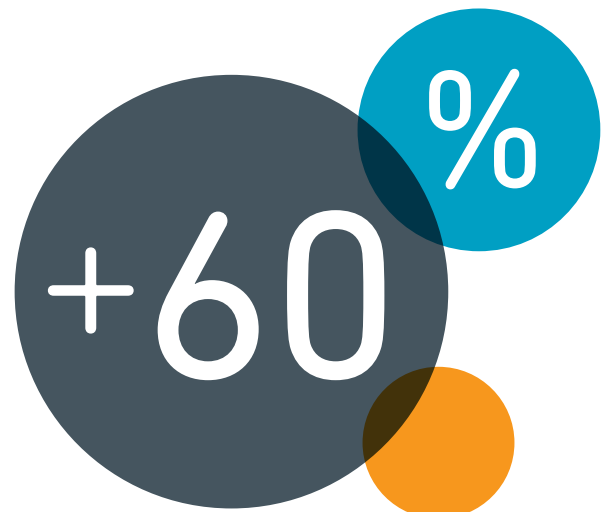
After recognizing the quality of ooVoo's content, Advertising.com determined the application should be listed at a higher pricing tier. We then provided additional revenue share tags as a subsequent tier to fill any additional inventory. For a majority of their redirected impressions, Advertising.com now supplies the ads.

Also, ooVoo had run international tags in 2009, and continued to do so in 2010. Q4 was a great quarter internationally, and they are currently exploring expansion into other countries such as Japan to optimize their international traffic.

Additionally, ooVoo had not explored sponsored listings until the middle of 2010. It was key to determine the best way to incorporate these text placements into the ooVoo application. Our team added one sponsored listings placement to their buddy list, which contributed up to 5% of their total revenue month over month in 2010.

## Results

The addition of redirect tags, international tags and sponsored listings increased ooVoo's eCPM by 60% from Q4 2009 TO Q4 2010. The client is currently evaluating our other publisher offerings to capitalize on their rapidly growing service.



eCPM  
increase