App Publisher Pinger Grows CTR and CPMs With Native Ads

Pinger's communication apps for Android, iOS and the web have been used by more than 100 million people worldwide. Its flagship offerings include Sideline and Textfree. Sideline provides a second number for smartphones. Textfree allows people to text and call without a carrier plan.

Monetization and UX go hand-in-hand

Pinger began leveraging native ads in mid-2014 for direct-sales efforts. When they decided to scale up third-party programmatic, Audience Network's people-based marketing and native formats made the partnership a natural choice. Pinger already used the Facebook Ads SDK, so integrating with Audience Network was simple and straightforward.

Since they've been up and running with Audience Network's native ads, Pinger has shown strong performance with 4x CTR and 4x eCPM over traditional banners. While Pinger utilizes several unique placements, their highest performer to-date is the Inbox Native Ad, which allows advertisers to directly target an ad to a person's app inbox. Users can then interact with the ad the same way they would a text message — with view, scroll and delete functions — giving the user control and a seamless experience.

Pinger takes advantage of advanced tools to optimize. The Performance Optimization Tool, allows Pinger to set "dynamic price floors" by choosing to prioritize fill vs. eCPM. The Advertiser Outcome Score, helps Pinger benchmark the relative performance of various ad units.

> *"Facebook Audience Network offers great demand at scale. Using their custom native ad units, we can ensure our users see a wide range of ads that are relevant to them. This creates a more engaging experience for our users, drives performance for our advertisers, and helps increase monetization for our company. It's a win-win-win."*

- **Olivier Rozay,** *VP of Business Development and Monetization, Pinger*
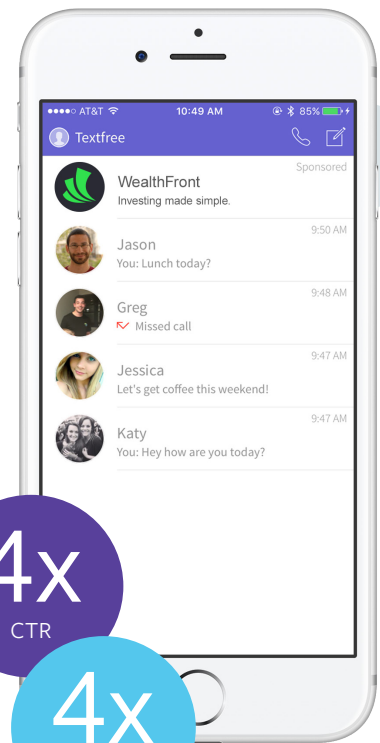
4x CTR

4x eCPM

To learn more about monetizing your app and the Audience Network, visit Facebook.com/AudienceNetwork