



# Why Kiip Went with TUNE Instead of Building a Platform In-House

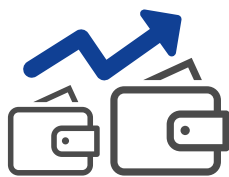
Kiip saves 50 hours per week while growing revenue by 25% and campaign volume by 30%

## THE PROOF



**30%**

INCREASE IN  
CAMPAIGN VOLUME



**25%**

INCREASE IN  
CAMPAIGN REVENUE



**50 HOURS/  
MONTH**

DECREASE IN TROUBLE-  
SHOOTING CAMPAIGNS



**10%**

DECREASE IN  
ADVERTISER CHURN

## COMPANY BACKGROUND

Kiip is a mobile advertising network encompassing 4,000+ direct publisher relationships and reaching 90+ million unique devices. Kiip dubs itself as “mobile advertising people like,” featuring memorable in-app moments like augmented reality takeovers, video-watching rewards, and playable ads. They’re “moment-based,” meaning they believe (and data proves) if consumers enjoy the advertising moment, they’re more likely to have positive associations with your brand and app.

Kiip has 50+ employees across four offices in San Francisco, New York City, Chicago, and Los Angeles. A shortlist of their clients includes the likes of McDonald’s, Coca-Cola, Johnson & Johnson, Wrigley, Pepsi, and BMW.

## CHALLENGE

Kiip faced challenges that most partner marketers are no stranger to: 1) reconciling disparate tracking data to justify billing to clients; and 2) spending so much time on managing onboarding and technical difficulties that their team was more involved in troubleshooting for clients than they were in pursuing new ones.

In terms of tracking, Kiip needed a way to formalize processes across partners of varying sizes and levels of mobile attribution know-how. Working with many national brands, the stakes were high. Furthermore, with such a fragmented industry, Kiip often found themselves logging into 5 to 10 tracking platforms to verify metrics for billing.

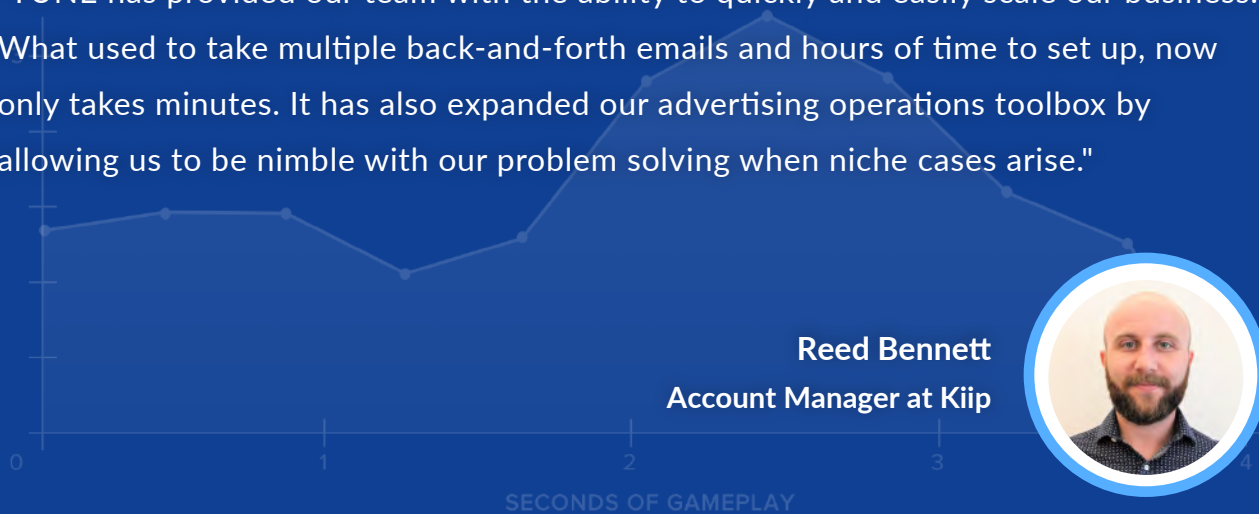
"It is challenging to be fluent in one attribution partner, let alone the seemingly infinite combinations that can arise," said Harrison Taylor, Director of Sales. There were too many sources of truth, and they needed a platform that could automatically reconcile all of them.

What's more, each of these clients brought varying levels of mobile fluency to the onboarding process. Kiip found themselves with unnecessarily long periods ramping up to campaign launches, with constant back-and-forth communication to level up industry education.

"If I had to estimate, I'd say a sales person would spend four hours per week troubleshooting campaigns over a year ago. Now they effectively spend none," Harrison Taylor, Director of Sales said.

"TUNE has provided our team with the ability to quickly and easily scale our business. What used to take multiple back-and-forth emails and hours of time to set up, now only takes minutes. It has also expanded our advertising operations toolbox by allowing us to be nimble with our problem solving when niche cases arise."

EMOTIONAL RESPONSE



Reed Bennett  
Account Manager at Kiip



## SOLUTION

So what made the difference for Kiip? Enter: **TUNE** Partner Marketing Platform for ad networks. The folks at Kiip had considered building their own solution until they discovered the functionality of the TUNE platform (which also allows networks to build on top of it if they want to).

“After sitting down with the TUNE team, it quickly became clear that we could rely on something that was already built and allow our engineers to focus on developing our secret sauce,” [Corrigan Neralich, Sr. Director of Ad. Operations] said. Within weeks, Kiip had TUNE up and running.

Working with the TUNE dedicated client satisfaction team, Kiip was able to build automated onboarding flows for all of their clients. They now customize client-side tracking based on the advertiser's goals, and build links in minutes instead of hours. And they're able to accurately attribute performance in one real-time measurement system, regardless of which SDKs their clients use. All that time-saving has served up 50 extra hours per month for Kiip to spend pursuing new opportunities instead of troubleshooting closed ones.

## CONCLUSION

Those 50 hours have turned into quite a bit more for Kiip. They've measured a 30% increase in campaign volume with TUNE's scalability and global reliability, as well as a 25% increase in campaign revenue from not having to pause campaigns to sort out technical issues. What's more, they've even decreased advertiser churn by 10% due to more streamlined processes, putting them at less than 5% advertiser turnover overall. That adds up to not only more memorable “moments” for Kiip, but for their ecstatic customers too.

