OGMobi Integrates Mobile Monetization Tools Using TUNE's API

Company Overview

OGMobi is a mobile advertising network specializing in connecting advertisers with partner's mobile traffic. The company offers unique mobile monetization tools like a mobile content locker and Mobile Rewards program, incentivizing users to download advertisers' apps. Through OGMobi's tools, apps can be promoted through iOS and Android, sending install data back to the advertiser. They offer reliable, secure, and accurate tools that guarantee timely payouts.

Challenges

As a company in early development stages, OGMobi had their sights set on growing while maintaining a strong relationship with their advertisers and partners. They needed a platform with an API that could support building a partner network, custom ad units, as well as track clicks and conversions through postbacks.

Mobile Rewards, OGMobi's newest mobile monetization tool, allows users to gain points by downloading sponsored apps. These points can then be applied to redeem awards. The goal for this tool is twofold—ensure that users receive their points quickly while also prohibiting them from fraudulently gaining points. For partners, OGMobi needed to provide statistics for each of their individual tools on the dashboard—a feature they would need built by leveraging a comprehensive API. Due to their unique needs, they sought a solution that could fully support all of these requests.

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Tom Voitik
OGMobi CEO

Solution

TUNE, and especially its API, was fundamental in helping OGMobi through their initial growth. The objective was to create an exceptional partner network that could build custom ad units from which partners could monetize their mobile traffic. Not only was the dashboard and admin functionality straightforward to use, the partner network was up and running in under a month—a quick turnaround compared to building inhouse, which can take longer than nine months.

OGMobi CEO, Tom Voitik, says TUNE became the clear choice for four reasons—reputation, ease of use, tracking, and the API. He asserts, "We knew from being in the industry for a while that TUNE was the go-to source for starting up your own partner network, allowing us to grow and scale as quickly as we needed."

Aside from choosing TUNE for its reputation, OGMobi discovered the possibility to quickly test API calls on the site, saving time when creating their new mobile monetization tool. The API has given them the ability to automate procedures that were previously managed manually. This has helped them save time and allocate freed resources to projects that serve growing their bottom line.

The tracking provided by TUNE enables OGMobi to provide their partners with valuable data in order for them to optimize their campaigns. Partners are given visibility into exactly where their traffic is coming from and can use this information to make real-time campaign adjustments.

Results

Using a combination of TUNE's API and postback functionality, Mobile Rewards provides a reliable, secure, and accurate way for advertisers to connect with partners. As advertisers track their app downloads, OGMobi ensures that they receive payments on time and avoid discrepancies in their attribution data.

OGMobi has seen huge returns in automating their offer processes with Partners. For example, using the API to reduce duplicate offers, leaving only the highest-paying choice, allows OGMobi to maximize net revenue and ROI.

> " In order to detect which user downloaded an app and to track their points, we needed a robust postback solution. TUNE takes care of this beautifully, which gives us the time and ability to focus on more important aspects of our business."

Tom Voitik
OGMobi CEO

TUNE enables communication to be tighter between partners and advertisers, reducing discrepancies normally found between the two parties. Because connecting partners and advertisers is an important facet of OGMobi's business, they work closely with TUNE to cut out discrepancies in conversion tracking, which can range between 15 to 25 percent industry-wide. The transparency that TUNE provides allows OGMobi to cut out the issue all together, contributing to increase in revenue and building their reputation.

Using TUNE's API gives OGMobi the ability to provide partners with an appealing and efficient experience. With only four employees, the ability to set up effective tools was critical to OGMobi's success. They are now able to manage hundreds of offers. Voitik says, "Compared to our first month of running in August 2014, we have grown our monthly revenue by 400%."

Voitik explains, "Utilizing the API helped us build awesome monetization tools without having to write much code," resulting in more time to focus on other aspects of the business.

Not only have partner signups increased, some partners have also seen an increase of earnings using Mobile Rewards, enhancing the relationship between OGMobi and their clients.

Get in Touch

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