WeatherBug sees major revenue boost through APS

WeatherBug is one of the most popular free weather apps according to comScore, and is used by millions of people every day on iOS and Android.

Based in New York City, WeatherBug has been working with Amazon since 2017. In April of 2019, they migrated from the Amazon Mobile Ads Network and integrated the Amazon Publisher Services (APS) SDK to launch in-app bidding through Transparent Ad Marketplace (TAM) for their Android app. In addition to unique Amazon demand, they were able to easily access third-party bidders with no added development work. All buyers compete in a server-side unified auction, where the highest bid always wins.

With TAM, WeatherBug no longer needs to manage a traditional waterfall and sends all bid requests to APS. Bid requests forwarded to APS increased 134%, allowing Amazon and third-party bidders more opportunities to compete. Within two months of integration, WeatherBug had enabled 16 bidders that accounted for more than 67% of their monthly earnings on APS. Their Amazon total revenue had doubled year over year on APS.

134% increase in bid requests

We interviewed Edward Arrandale, Head of Programmatic at WeatherBug, about the company's app monetization strategy.

Tell us a bit more about WeatherBug and your monetization strategy.

WeatherBug offers precise weather data through a variety of outlets like apps (available through iOS, Android, and Amazon Fire OS), as well as our website. In terms of monetization, we have both direct sold and programmatic inventory. Our key for programmatic monetization has really been the unified auction approach that allows all partners to bid on all requests. That's been our main mantra for three to four years at this point.

What motivated you to migrate from the Amazon Mobile Ads Network to APS?

At the time, we already had a really great partnership with Amazon. APS was a very compelling product to us, specifically TAM, which offers a quick and easy integration with top demand partners. The server-side connection gives us the opportunity to work with many partners with no additional latency. And for us, latency is key. It really fits into what we were doing. The unified auction approach is what we believe in, and that is exactly what TAM does.

You've mentioned that latency is a big deal for you. What latency were you seeing before vs. now?

Before integrating TAM, we used the waterfall, and the waterfall is a very inefficient way to have partners bid on your inventory. At one time we had 9 partners in our waterfall which caused significant latency. We are a utility app so people want to get their weather information quickly. After our TAM integration. we were able to cut it by half. That was a big win for us.

What other strategies are you planning for the future to increase revenue?

We are always looking for new partners that offer unique demand. We are also looking for ways to reduce latency even further. Another big focus for us next year is on our website. We are giving it a technical code makeover and hopefully that will be a big part of our business in the future.