theScore

aps

theScore grows ad revenues with Transparent Ad Marketplace

theScore increased its monthly programmatic revenue through Amazon Publisher Services by an average of 27% in the period from April 2017 to April 2018 by enabling incremental bidding outside the mediation waterfall.

theScore is one of the most popular sports apps in North America according to comScore, engaging millions of fans every day on iOS and Android. Based in Toronto, Canada, theScore has been working with Amazon since 2013. Last year they started using the Transparent Ad Marketplace (TAM) SDK to implement the in-app equivalent of header bidding: let demand partners submit their bids in parallel, before the waterfall, so that the highest price always wins.

We interviewed Alex Campbell, Manager of Ad Tech and Programmatic for theScore, about the company's app monetization strategy.

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

We are a mobile-first digital media company that focuses on creating highly engaging products to empower the sports fan's experience. We were one of the very first sports apps in this space and invest significantly in our platforms and infrastructure. Our ad stack is no exception. While we have strong direct relationships with agencies in Canada, we use programmatic to scale our advertising demand in the US. As soon as TAM was available for mobile apps, we welcomed the opportunity to try it and have seen strong performance so far.

What is the advantage your app gets from TAM?

We have been taking a "waterfall" approach for a long time, but header bidding helps to decrease latency. Having partners bid before the waterfall increases bid density for the networks in the mediation layer as well,

making our buyers more competitive. This has a positive uplift on revenue and fill. I also like that TAM uses a first price auction, as it helps us get the true value of our inventory. Another positive is the fact that once you are integrated, there are no more operational adjustments needed to onboard additional demand sources.

> # +27%
> monthly programmatic revenue

What is a recent optimization that you made to the setup?

We have 5 SSPs bidding through TAM, and we regularly work with them individually to optimize bids and win rates. From the APS interface we can see what partners are bidding, why are they winning or not winning, and make changes very quickly.

What other strategies you plan for the future to increase revenue?

We are seeing a shift to programmatic transactions, even from our agency buyers, and we are looking into a programmatic deal offering that can scale and make it easier from partners to buy from us. We are also experimenting with different creative formats in our app, including outstream video