

# London's bus times app, Mobicia, increases its revenue by over 250% with help from AddAppttr



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## The challenge

Although the popular bus time app [Mobicia](#) gained much initial success, its founder Jason Kapadia, felt the growing app still had greater revenue potential. The London based publisher was only working with two ad networks and was not actively managing their performance. Jason and his team decided to seek a partner that could provide highly structured managerial support, add more demand partners, and ultimately help increase total revenue.

## The approach

Shortly after meeting with Google Certified Publishing Partner, AddAppttr, Jason and his colleagues concluded they had found the right partner. They were particularly impressed with AddAppttr's offerings from an account management perspective as well as from a technical one. AddAppttr kicked things off with a single SDK integration that added 7 new demand partners to Mobicia's ad tech stack. As a GCPP, they leveraged their expertise in Google's Admob to provide their client with ongoing, high level program support. After a few months, AddAppttr administered an automated, machine learning based optimization platform called MAYO. The tool was designed to adjust Mobicia's prices by immediately detecting constantly changing traffic values, in addition to fluctuations in the demand side's buying behavior.

## The results

By trusting their partner's strategy and letting them implement additional networks, Mobicia produced an immediate revenue uplift of 41% during their first month. Implementing MAYO while using Google's AdMob and AdManager turned out to be especially effective, as it resulted in a revenue increase of over 260%. Aside from providing high quality service and support, AddAppttr's direct, hands on approach was one of the key contributors to Mobicia's highest revenue results yet.

“By entrusting AddAppttr to help monetize our traffic, we were able to increase our monthly revenues by well over 100%. Their unique machine learning tool actually takes advantage of shifts in CPM throughout the day and thus always generates the highest possible revenues, which is especially relevant for a time-sensitive app like ours.”

—Jason Kapadia, Founder of Mobicia

