

ASKfm collaborates with Tappx to grow revenue in target countries



Overview

ASKfm is the world's largest Q&A social network, where more than 215 million members from more than 150 countries connect and engage by asking each other questions.

Challenge

ASKfm was looking to cooperate with partners who were offering effective advertising solutions. Primarily they were interested in such countries as Italy, France, Germany, and Mexico.

Solution

Tappx collaborated with ASKfm and launched bottom fixed banners in multiple GEOs worldwide, which achieved expected results in all target audiences mentioned above.

askfm

Results

ASKfm team was satisfied with the outcomes of this partnership and agreed to expand activity with Tappx by integrating more formats. The results were achieved thanks to close collaboration between two parties and effective optimizations implemented by Tappx team.

+15%
revenue in Italy

+8%
revenue in France,
Germany &
Mexico

"Achieving satisfactory and consistent revenues from disparate countries is something that requires a solid partnership and a lot of expertise."

Alex Tovstukha - Monetization Manager

