tappx
With techsoulogy

SmartNews grows its revenue 7x by properly adopting app-ads.txt

About SmartNews

SmartNews is the award-winning local news app trusted by over 50+ million worldwide readers, SmartNews analyzes millions of articles every day across 200+ local news sites and provides the top trending news stories and events influencing the world right now.

Challenge

After a smooth integration, the Tappx account management team noticed that SmartNews results were not ramping up as expected. We promptly investigated the situation and discovered that most of our premium advertisers were not buying their inventory. The reason was the lack of important app-ads.txt lines.
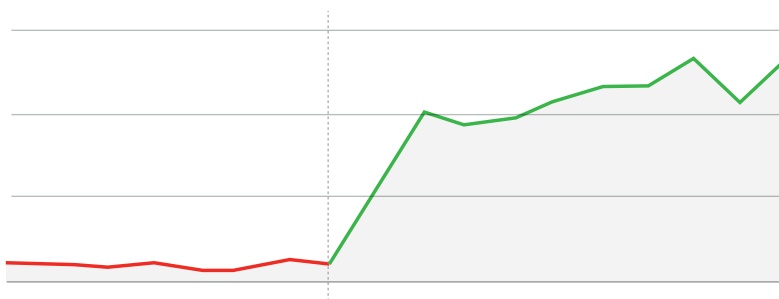
App-ads.txt files are the only way our premium demand side can ensure they are bidding on an authorized and trustworthy ad inventory.

Solution

The situation was communicated to the Smartnews team, who understood its importance and proceeded to integrate the advised app-ads.txt lines. This gave them access to all of Tappx's premium and exclusive campaigns through the DSPs that we work with.

SmartNews

Results

The results were almost instantaneous. Within a few days the daily revenues increased 7x, and the fill rate jumped 3x. As more direct advertisers were buying their inventory, the average CPM almost doubled.

Avg. fill rate:
3x
HIGHER

Avg. daily revenues:
7x
HIGHER

Avg. CPM
1.5x
HIGHER

Before and after app-ads.txt implementation

— Avg. daily revenue without app-ads.txt
— Avg. daily revenue with app-ads.txt implemented