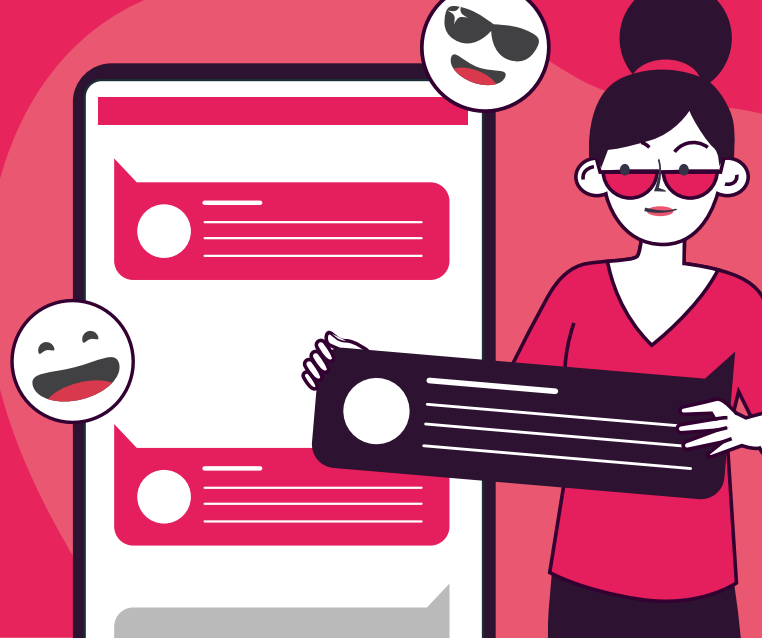


How **Textra SMS** achieved Global Monetization Success with Tappx: Maximizing revenue, minimizing Effort



Overview

Delicious Global is the creator of Textra SMS, a highly popular messaging app ranked among the top 500 globally. With millions of active users, Textra SMS offers a feature-rich, customizable messaging experience, which has garnered a loyal user base around the world. As a high-traffic app, Textra SMS requires a monetization strategy that maximizes revenue without compromising user experience or app performance.

The challenge

With its vast daily reach, Textra SMS needed a scalable and reliable monetization solution to manage the delivery of millions of banner ads each day. The team at Delicious Global faced several challenges:

- 1** User Experience: The app's high engagement rates demanded a non-intrusive, fast-loading ad solution to avoid interrupting user interactions and maintain a positive experience.
- 2** Revenue Maximization with High Fill Rates: As a global app, achieving consistently high fill rates across diverse regions was essential to capture ad revenue from all user interactions.
- 3** Scalability and Reliable Support: Managing ad inventory efficiently across millions of impressions required a highly automated and scalable solution.

The solution: Integration of the Tappx SDK

Textra SMS integrated Tappx's SDK to address these needs. Here's how Tappx's solution met and exceeded Delicious Global's monetization goals:

- 1** **Lightweight, High-Performance SDK:** The Tappx SDK was designed with speed and efficiency, providing a lightweight, low-latency solution that seamlessly fits into Textra SMS. The SDK easily handled high traffic, maintaining app performance while delivering millions of ads daily. This performance optimization allowed Delicious Global to scale its monetization without adding complexity or affecting user experience.



Textra SMS

The results

The partnership with Tappx led to significant monetization success for Textra SMS, as evidenced by key performance metrics:

Increased Ad Revenue: Thanks to high CPMs and improved fill rates, Delicious Global saw a marked improvement in revenue generation, allowing the app to remain highly profitable and continue scaling.

Enhanced Operational Efficiency: The lightweight SDK and robust account support meant Delicious Global could focus on user engagement and app enhancements without the need for intensive ad management efforts.

Reliable Payments: Consistent, on-time payments reinforced Tappx as a trusted partner, allowing Textra SMS to focus on strategic growth with confidence in their monetization partner.

The continued partnership between Delicious Global and Tappx sets a strong foundation for ongoing growth and monetization success, ensuring Textra SMS continues to generate revenue while delivering an outstanding user experience.

x3

Fillrate between
Q3 and Q4



Textra SMS

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- 3 High CPMs and Fill Rates Across Global Markets:** Tappx's extensive network of demand partners enabled Textra SMS to achieve consistently high fill rates across various global markets, maximizing revenue by capturing ad impressions from every interaction. Additionally, the high CPMs Tappx delivered contributed to a steady increase in Textra SMS's overall revenue, meeting Delicious Global's financial goals.
- 4 Dependable Payouts and Account Management:** At scale, timely payouts are crucial for operational continuity. Tappx's reliable payment schedule provided Delicious Global with prompt, predictable cash flow, allowing them to focus on app growth. Furthermore, Tappx's account management team offered great support, ensuring any issues or requests were addressed swiftly and effectively. This level of personalized service became a standout feature, helping Textra SMS maximize revenue with minimal effort.

"Tappx is a much valued partner in the delivery of millions of banner ads daily for our top 500 global app, Textra SMS. A lightweight SDK, low latency, great CPMs, and high fill rates. Importantly for us at this scale, we always get paid promptly on time every time. Additionally, a definite shout out for the great account management Tappx provides, which without a doubt is the best among our advertising partners. Our goal is simple: to optimize our revenue with the least effort possible, and that's what we get with Tappx."



Martin Cantwell
Director

About Delicious Global

Delicious Global Pty Ltd is an Australian company specializing in innovative messaging applications for Android, known for creating popular apps like Textra SMS and Chomp SMS. Delicious Global's applications focus on delivering efficient, enjoyable messaging experiences, reaching millions of installs globally and generating substantial engage-