

Maximizing Revenue for GimmeMore



An overview

GimmeMore is a popular online entertainment platform with almost 10 years of experience that engages audiences worldwide with interactive quizzes, games, and fun content. The platform is home to several domains, including terrayou.com, quiz-universe.com and others. The platform partnered with Tappx to enhance ad space monetization and drive incremental revenue through optimized advertising strategies.

The challenge

GimmeMore GmbH's main objective was to maximize ad revenue with a strategy that would:

- Drive steady, sustainable ad revenue growth
- Minimize disruptions to user experience through optimized ad placements
- Effectively leverage high-impact ad formats and top-demand sources

The solution

We developed a tailored strategy for GimmeMore that included:

- **Ad Inventory Optimization:** Identified high-potential ad spaces and introduced new formats to increase revenue with minimal impact on user experience.
- **Demand Source Expansion:** Connected with premium demand sources to drive consistent competition for ad placements, yielding higher returns.
- **Data-Driven Adjustments:** Conducted ongoing performance analysis to optimize fill rates and viewability, ensuring each ad placement operated at peak performance.

GIMME MORE

The results

Our collaboration delivered outstanding results for GimmeMore, achieving substantial month-over-month increases in our ad revenue together. This partnership showcases how a targeted ad tech strategy can drive sustainable growth. Through optimized ad inventory, expanded demand sources, and data-driven insights, Tappx helped GimmeMore achieve a transformative monetization boost with consistent double-digit growth each month.

EARLY GAINS

2x

Revenue within the first 3 months of the partnership.

RAPID ACCELERATION

200%+

Growth June to July.

267%+

Growth July to August.

PEAK PERFORMANCE

Highest Revenue

October 2024 with strong projections for Q4.

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“Tappx has proven to be a valuable partner in expanding our programmatic revenue. Despite our long-standing existing relationships with major SSPs, they delivered meaningful incremental demand that exceeded our expectations. Their exceptional Account Management team stands out in the industry, combining deep technical expertise with responsive, hands-on support. The seamless integration and consistent performance have made Tappx one of our best performing SSPs. We look forward to building on our successful partnership in the years ahead.”



Sebastjan Plemenitaš
Senior Programmatic Yield Manager

About GimmeMore

GimmeMore is an engaging digital entertainment platform offering a wide array of interactive content, including personality tests, trivia games, quizzes and viral articles designed to entertain, educate and engage audiences around the world. Known for its high user engagement and widespread appeal, GimmeMore attracts millions of visitors (generating 350+ Million views) monthly who come to enjoy light-hearted and entertaining content. The platform’s user-friendly design and diverse content portfolio make it a popular choice for users of all ages, driving a loyal audience base that continues to grow. By focusing on high-quality, interactive experiences, GimmeMore has established itself as a go-to destination for online entertainment, creating numerous opportunities for effective ad monetization and brand partnerships.