

From Strategy to Success: **OneFootball and Tappx Drive 280% Revenue Growth**

Overview

OneFootball is a leading football news and live score app, offering fans the latest updates, statistics, and match results. It provides comprehensive coverage of global football leagues, teams, and players. With millions of active users, OneFootball has become a key destination for football enthusiasts seeking real-time information and engaging content.

The challenge

OneFootball aimed to boost its advertising revenues and partnered with a trusted expert to help optimize monetization strategies. They needed a solution that could support their efforts to become more competitive in the mobile ad space and increase revenue performance across their app.

The solution

Communication between Onefootball and Tappx has been consistently smooth, with quarterly meetings to analyze performance and identify optimization opportunities. OneFootball was receptive to recommendations, including adding app-ads.txt lines to enhance transparency and security for advertisers.

A key focus was optimizing floor prices to maximize CPMs, ensuring they remained competitive while balancing revenue growth needs. Additionally, Tappx worked closely with OneFootball to integrate a new monetization strategy, which yielded positive results. There was also a significant performance improvement on iOS, leading to higher monetization potential.

Furthermore, discussions are underway to monetize the remaining inventory on Onefootball's Web inventory, ensuring that all available ad spaces are utilized.

1. ONEFOOTBALL

The results

The partnership between Tappx and Onefootball saw remarkable results. Between May and August 2024, the revenue generated by Onefootball increased by 280%, reflecting the success of the optimizations and new integrations.

280%+
revenue increase from
May to August 2024

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"Tappx has been a really good monetisation partner for OneFootball, frequent communication, information sharing and actions on both sides has improved the revenue we generate from Tappx by multiple fold, especially from Aug 2024. Really appreciate Eva's efforts with managing our account."



Rahul Kulkarni
Programmatic Revenue
Manager

About OneFootball

Founded in 2008 in Berlin, Germany, OneFootball has grown to become one of the most popular football apps globally. The platform provides real-time news, live scores, and videos, covering thousands of teams and leagues worldwide. With millions of active users, Onefootball continues to innovate and expand, offering football fans a comprehensive and engaging experience on both mobile and web platforms. Available on iOS and Android, Onefootball remains at the forefront of digital football media.