

Future Today maximizes CTV monetization with record-breaking engagement



An overview

Future Today Inc., a leader in the Connected TV (CTV) space, is a video on-demand platform (AVOD) that empowers content distributors and advertisers to unlock their full revenue potential by developing a suite of O&O apps. Since partnering with Tappx, they've achieved significant growth in ad deliveries and revenue, driven by innovative monetization strategies.

The challenge

Future Today faced hurdles in optimizing ad monetization across multiple CTV platforms, including:

- Refining strategies to drive consistent revenue growth.
- Maintaining a seamless viewer experience across diverse CTV platforms.
- Tracking and continuously optimizing revenue-generation performance.

The solution

Tappx deployed a data-driven strategy to address these challenges, with a focus on real-time optimization and cross-platform efficiency:

- **Enhanced Ad Delivery Algorithms:** Improved fill rates and engagement by ensuring efficient ad delivery.
- **Real-Time Analytics:** Leveraged actionable data (requests, deliveries, impressions) to optimize campaigns dynamically.
- **Cross-Platform Monetization:** Streamlined ad delivery across multiple streaming services, boosting revenue and viewer satisfaction.

FUTURE TODAY

The results

The collaboration has delivered exceptional outcomes, positioning Future Today for scalable growth:

- Increased ad deliveries across multiple CTV platforms.
- Higher revenues driven by greater impressions and improved ad engagement.
- Operational scalability, enabling Future Today to handle larger impression volumes seamlessly.

150%+

Growth in
Ad Revenue

- Net revenue from September to October, showcasing significant improvement in monetization.

30%+

Increase in
eCPM

- Year-over-year growth in revenue generation per thousand impressions, reflecting enhanced ad performance.

Future Today's success demonstrates the power of Tappx's tailored strategies for maximizing CTV monetization. With record-breaking engagement and revenue growth, this collaboration is a clear win for both platforms and advertisers.



"Tappx has been a great partner to work with! The revenue from their Demand has shown steady growth every month we have worked together. On top of new incremental revenue, their collaborative attentiveness has been consistent and all teams have shown superior customer service!"



Katya Shkolnik

VP of Business Development

About the company

Future Today Inc., a leader in the Connected TV (CTV) space, is a video on-demand platform (AVOD) that empowers content distributors and advertisers to unlock their full revenue potential with a portfolio of 500+ O&O channels across numerous Original Equipment Manufacturers (OEM's). Future Today's flagship channels: Fawesome, HappyKids, FilmRise, WatchFreeFlix – rank in the top free channels across nearly every streaming device. With a data-driven approach and cutting-edge technology, Future Today has been instrumental in driving growth for its partners in the rapidly evolving CTV landscape.

