

How Medialab Unlocked New Monetization Frontiers with Tappx



An overview

Medialab, a digital media powerhouse known for acquiring and scaling premium content platforms, partnered with **Tappx** to enhance monetization for one of its leading domains and apps. In a constantly shifting programmatic landscape, the collaboration focused on maximizing yield across global traffic segments—without compromising user experience, performance, or content integrity.

The challenge

- **Goal:** Drive scalable ad revenue across Medialab's digital properties by leveraging programmatic monetization that adapts to diverse global audiences.
- **Challenge:** Medialab needed a flexible, high-performing monetization partner capable of delivering tailored strategies for both web and app inventory. The key priorities were:
 - Optimizing yield in tier-1 markets
 - Preserving editorial layout and site speed
 - Continuously improving KPIs across formats (Display and Video)

The solution

Customized Monetization Strategy for Web & App

Tappx developed a bespoke monetization approach designed to support Medialab's performance and editorial priorities. Key solutions included:

- Lightweight, high-impact ad placements optimized for both user experience and revenue
- Yield management tactics tailored to Medialab's global traffic
- Real-time analytics and on-time optimization to fine-tune performance and maximize eCPMs
- Balanced monetization across video and display formats

This approach allowed Medialab to scale revenue without slowing performance or disrupting the content flow.



The results

Within the first quarter of implementation, Medialab recorded strong gains across monetization metrics. The strategy delivered:

- **109% increase in ad revenue** across desktop and mobile platforms (Q2 vs Q3 2024)
- Higher eCPMs across tier-1 markets, particularly the **US, Canada, and UK**
- Improved KPIs for both **video** and **display** monetization
- Tappx consistently drives 2% of total monthly revenue via ORTB. Through TAM, it delivers a remarkable 10% of all revenue.

109%+

Ad revenue growth
(Q2 vs. Q3 2024)



"We integrated Tappx across our web and in-app inventory and have been highly satisfied with the results. Tappx provided a seamless onboarding experience, supported by comprehensive documentation and responsive technical assistance. Their platform demonstrated reliable performance and robust compatibility across environments, allowing us to efficiently expand our monetization in key regions and on multiple brands.

Throughout our partnership, Tappx stood out for proactive communication, transparent reporting, and flexibility in integration. Their team's collaborative approach made troubleshooting and account setup straightforward, and we consistently benefited from strong support and clear performance insights. Tappx has proven to be a dependable and growth-oriented partner, contributing measurable value to our programmatic strategy. We look forward to building on this solid foundation and deepening our collaboration in the future. "



Julian Salinas

Director Ad Operations at Medialab

About Medialab

Medialab is a digital media company that acquires and grows some of the internet's most beloved platforms and apps. With a focus on product innovation, user engagement, and monetization excellence, Medialab serves global audiences through properties that span lifestyle, entertainment, productivity, and community spaces.

Learn more at <https://www.medialab.la>

