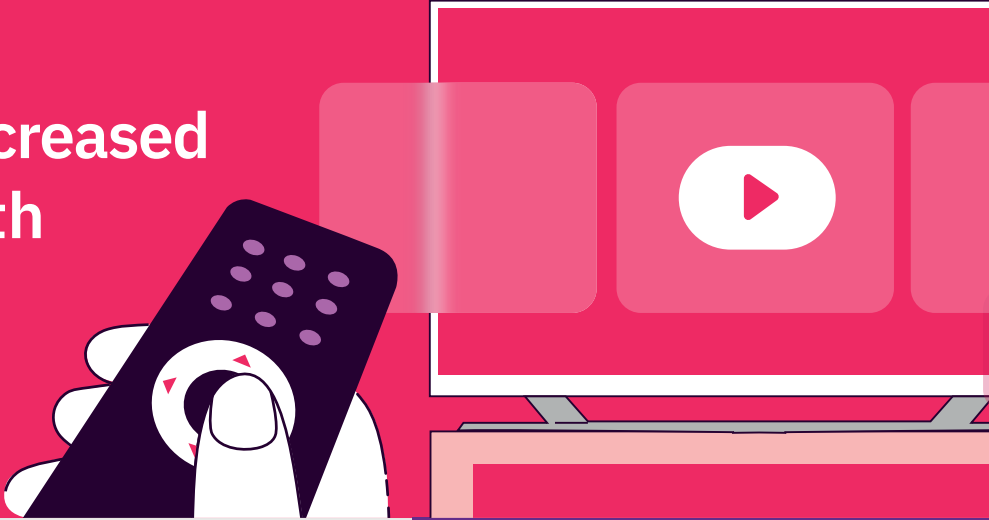


How Whale TV increased CTV Revenue with Tappx



An overview

Whale TV, the leading independent operating system for Smart TVs (Whale OS), collaborated with Tappx to scale its global monetization. Through dynamic floor price management, content signal enrichment, and proactive technical supervision, the platform achieved an extraordinary +1,501% revenue growth in a single quarter. This success consolidated its presence in Tier 1 markets and expanded its international footprint.

The challenge

As a platform powering millions of Smart TVs, Whale TV needed to transform its vast inventory into a highly efficient opportunity for global advertisers. The primary challenges identified by the Tappx Account Management team were:

- **Monetization Performance Gap:** The inventory began with a low initial fill rate, indicating significant untapped monetization potential.
- **Data Transparency:** Premium CTV buyers require technical granularity to direct their budgets toward specific content.
- **Brand Safety:** It was imperative to guarantee a 100% verified ecosystem to attract the market's most demanding agencies and brands.

The solution

Tappx implemented a technical roadmap based on five strategic pillars to efficiently connect Whale TV's supply with global demand:

- **Floor Price Optimization:** An appropriate price floor was adopted to capture the highest possible volume of demand. This allowed the auction algorithm to find the optimal balance between eCPM and Fill Rate, maximizing total revenue without blocking competitive demand sources.
- **Enrichment via Content Signals:** Tappx implemented the transmission of advanced metadata. By providing detailed context regarding content, the strategy shifted from selling "generic impressions" to selling "audience context," enabling **Contextual Targeting** that attracts higher-value budgets.

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The results (KPIs)

The key to success with Whale TV has been the combination of content signals, technology, and constant communication. By monitoring every bundle and adjusting floor prices in real-time, we have converted massive inventory into one of the most efficient and secure options for CTV advertisers globally.

1,501% +

Total Revenue
(Q3 2025 to Q4
2025).

122% +

Sustained Growth
(Q4 2025 to Q1
2026).

5x

Fill Rate
Optimization

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- **Global Demand Connection & Geo-Targeting:** Direct connections were activated with demand sources in key markets. Growth was initially concentrated in the **UK, ES, DE, FR, and CL**, establishing the infrastructure for immediate expansion into the rest of LATAM and Europe.
- **Brand Safety & Total Verification:** Through Tappx's **Quality First Framework**, Whale TV gained access to a fully transparent and brand-safe monetization setup. By combining curated direct inventory, advanced fraud-prevention algorithms, and third-party audit tools, Tappx ensured high-quality inventory that premium advertisers could trust.
- **Proactive Account Management:** The Tappx Supply team performed continuous monitoring. This included rapid resolution of configuration errors and constant auditing of apps within Whale OS to ensure fluid ad delivery.

"We looked to Tappx to help us grow our business, and found success leveraging their expertise and recommendations to help us optimize our inventory, connect to demand and grow our topline revenue. As a leading independent CTV Operating System with 46 million CTV's deployed around the globe, Whale TV depends on best-in-class partners to help us monetize our premium supply."



Chris Hock

VP, Head of Whale TV Ads.

About Whale TV

Whale TV is on a mission to revolutionize television by making it smarter, simpler, and more personalized for every viewer. Its innovative TV operating system delivers effortless content discovery, seamless navigation, and an enhanced viewing experience designed to bring enjoyment to everyone in the home.

Driven by values such as customer centricity, togetherness, and trust, Whale TV's products connect people, make television entertaining again, and foster strong partnerships across the industry and around the world.

Learn more at <https://www.whaletv.com>

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