Musi increases in-app eCPMs with Fyber

Improved monetization for display with brands maximizes Musi's revenue potential

Musi is an iOS app and organizational tool for YouTube content. With Musi, users can organize the YouTube videos that they love in a music friendly manner with playlists, up-next, and more. Musi was launched in 2013 and is among the top 10 music apps in the US.

The challenge

Musi is a very small company with a lean team that wanted to generate additional revenue specifically from brand advertisers while still preserving a positive user experience for their specific audience: music-loving millennials. Up to this point, Musi had consistently hit their revenue goals but were connected primarily to performance buyers. They thought there were incremental gains to be made by attracting brand advertisers. To do this, they needed to add the formats that brands were demanding: display and VPAID ad units.

Musi only wanted to add another demand source if they were able to control key optimization functions such as setting different floor prices, creating multiple tiers for different formats, and blocking advertisers and categories to ensure that users were seeing relevant ads from a healthy mix of brands. Being able to do this all through one platform was essential if they were to increase incremental revenue.

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The solution

To better monetize their display ads, Musi integrated Fyber's programmatic mobile marketplace, Fyber Marketplace, which is connected to all the leading DSPs and opened VPAID demand from brand advertisers looking to run rich media creative formats.

Musi used Fyber's main user interface, the Revenue Desk, to manage this inventory. By adding Fyber Marketplace to their exchange portfolio, Musi was able to maximize the potential of their ad placements and as a result, increased competition among Musi's other demand partners to drive overall higher CPMs.

"Fyber has proved to be a good match for Musi and stands out as one of our top monetization partners. They were able to support our goal to expand beyond a performance-focused ad strategy and help us attract brand dollars in order to exceed our revenue goals."

Aaron Wojnowski - founder of Musi

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