

IMPROVING MONETIZATION THROUGH APP BUNDLE OPTIMIZATION

DataBeat analyzed partners with request capping to identify and remove non-monetizing app bundle traffic.



BACKGROUND

Request capping was active across several partners, leading to a review of app bundle traffic. The analysis revealed that some app bundles were generating requests but little to no revenue.



THE GOAL

Improve traffic quality and revenue.

SUCCESS BY THE NUMBERS



~\$60K monthly revenue increase



Request capping removed





APPROACH

Partners with active request capping were first identified and evaluated to determine whether the caps were being used to mitigate traffic quality concerns. A detailed analysis of app bundle traffic was then conducted to identify bundles generating significant request volumes without contributing to monetization. These non-performing bundles were subsequently blocklisted, restricting traffic to approved app bundles with a proven revenue contribution.

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