

DelightRoom

DelightRoom's Alarmy clocks record ad revenue growth

Alarms became ad dollars when Delightroom clocked impressive ad impression and revenue growth via strategic testing with Verve

54%

in-app revenue growth

128%

increase in impressions

CATEGORY: Publisher

SOLUTION: Performance+ Marketplace/ HybridSDK

REGION: Global

Background

DelightRoom is the South Korean publisher behind Alarmy, an alarm app designed to motivate users to wake up in the morning by completing a challenge before the alarm can be turned off (e.g., taking a photo of a location in your home or solving math problems). Alarmy has woken up 85 million users worldwide and is the top-ranked app in its category in 97 countries.

Opportunity

DelightRoom's monetization strategy for Alarmy had primarily focused on banner ads. While these ad units seamlessly integrated into the app's user experience, DelightRoom's existing tech stack didn't offer the scale of demand required for stable, predictable ad revenue growth. DelightRoom needed a tech partner capable of maximizing yield and monetizing traffic globally with a more diverse portfolio of advertisers and campaigns.

Solution

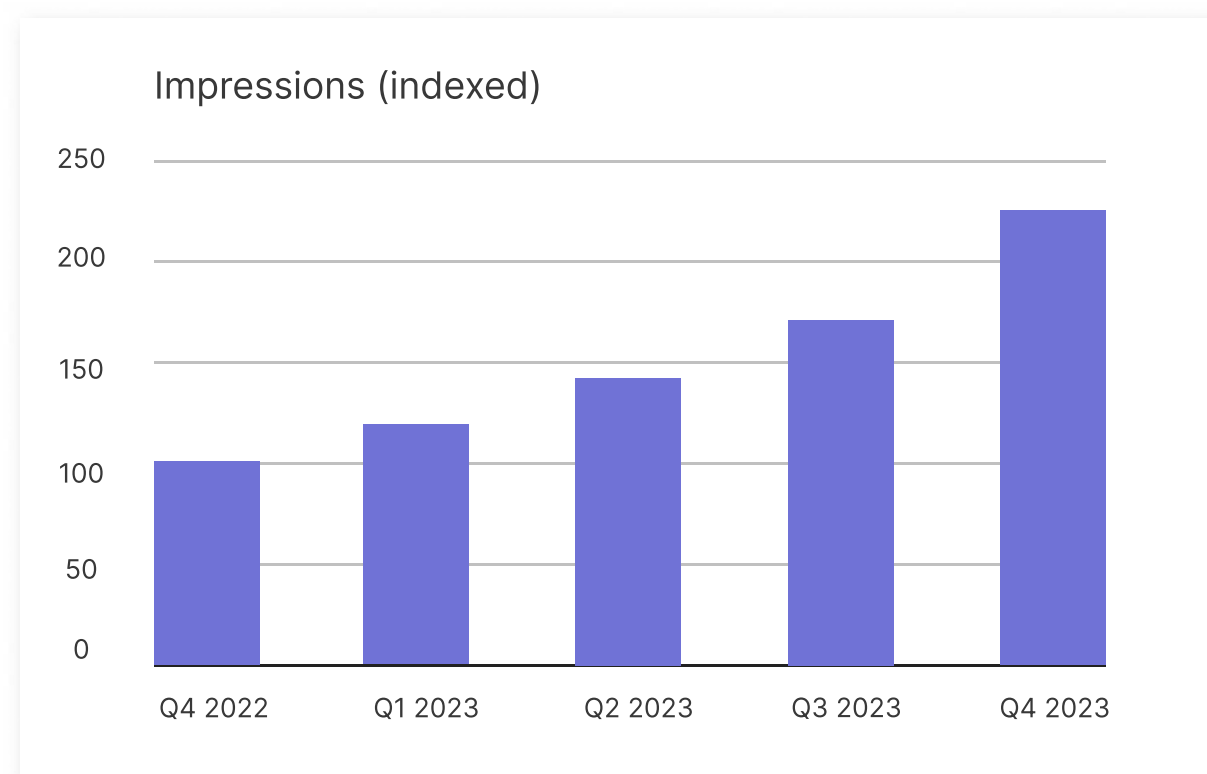
Together with Verve, DelightRoom built a new monetization strategy to maximize and stabilize their ad revenue. This started with optimizing the floor price for their banner ads. Verve's Performance+ Marketplace team tested different floor prices for Alarmy, making continuous adjustments until they found the best eCPM to drive revenues while also attracting strong demand.

Integrating via Verve's HyBid SDK was crucial for DelightRoom to optimize their monetization strategy. The SDK connected DelightRoom's inventory with diverse demand resources, accessing a wider range of advertisers and campaigns all over the world. This diversity helped stabilize revenue streams for the company and provided a more predictable financial outlook.

One of the critical aspects of Verve's solution was the emphasis on maintaining a smooth user experience for Alarmy users. By integrating with Verve's HyBid SDK, DelightRoom was flexible to test and choose the ad formats that fit best within their app. They also used the HyBid SDK's optimized ad rendering to ensure that ads did not interrupt the app's functionality.

Results

With optimized ad spaces and increased demand, DelightRoom saw significant growth in revenue and number of impressions over the course of one year. From Q4 2022 to Q4 2023, their ad revenue from Alarmy increased 54%.



By unlocking new demand sources, ad impressions also increased steadily quarter-over-quarter throughout the year — and by the end of 2023, DelightRoom saw an impressive 128% growth in total ad impressions.



”Partnering with Verve transformed our monetization approach, providing stable revenue without compromising the Alarmy user experience. Their expertise in ad quality and their ability to connect us with diverse demand resources was pivotal in achieving our goal of sustainable growth while keeping our users happy as they wake up in the morning.

Sean Lee

Business Development Lead/PO
DelightRoom

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