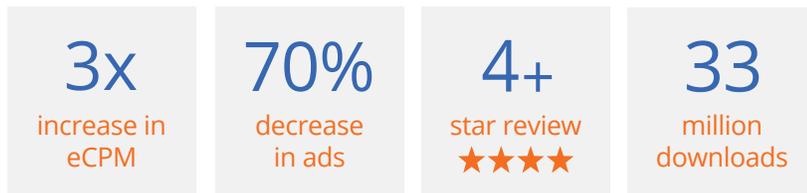


Pic Stitch: The Picture of Ad-Driven Success

When used correctly, in-app ads are not only an essential source of revenue for developers, they can also complement the app experience for users. The challenge lies in integrating ads in a way that enhances the experience rather than detracts from it. When the one-man shop behind [Pic Stitch](#) - a Top 10 photo app - encountered this challenge, Vungle was poised to help. The result? Fewer ads, happier users, and a 200% increase in eCPM from Vungle ads.



The Challenge

Pic Stitch developer Alex Keim long relied on in-app ads to earn revenue from his wildly popular photo collage app. Yet when Keim began to feel that there were just too many ads shown to users, he turned to Vungle’s team of experts to assist. Keim hoped to maintain a superb user experience for fans of Pic Stitch by seeking to decrease the number of ads shown without taking a hit to his revenue from Vungle.

The Solution

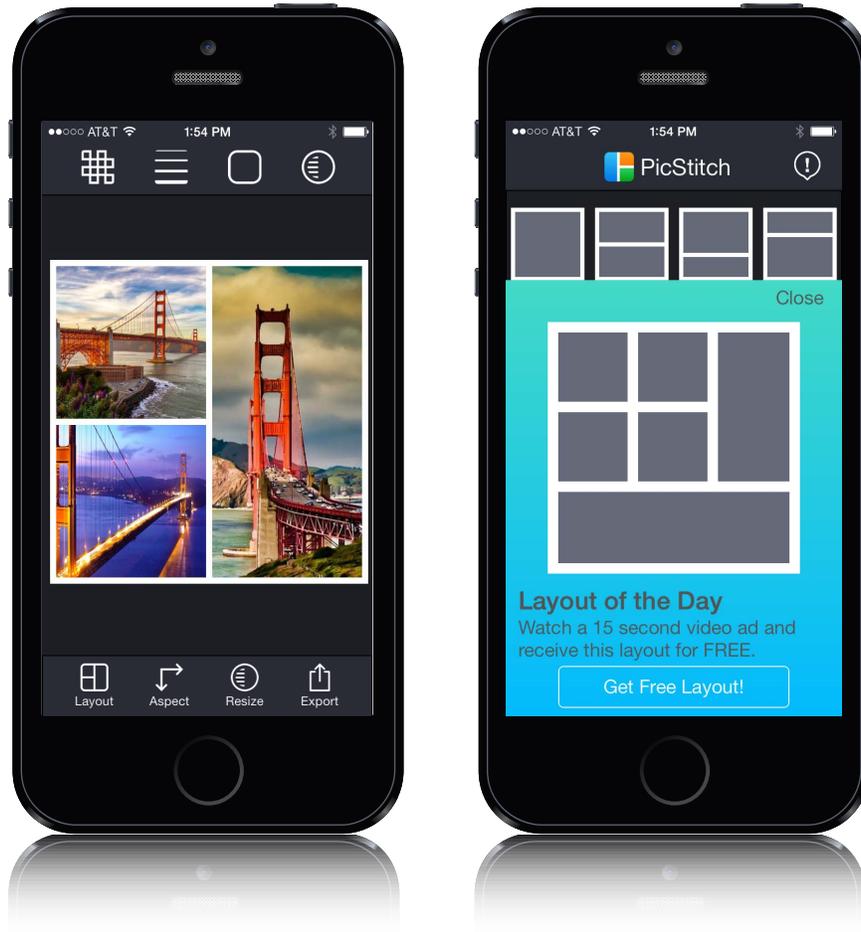
Keim worked with Vungle to optimize the ad placement and reward users for their time. To accomplish this, Keim gave users an opportunity to earn a new daily collage layout - worth \$0.99 a bundle - at no charge if they opted to watch a Vungle video ad. As Keim offered a fresh, new layout each day, the incentive never grew old.



Big Blue Clip, LLC
Sacramento, California
bigblueclip.com

“I was looking to reduce the number of ads in Pic Stitch without taking a revenue hit. Vungle provided good insight and the creative fuel to find the best placement possible, increasing the quality of the user experience and boosting revenue from the app.”

— Alex Keim,
Founder, Big Blue Clip, LLC



The Results

This change in ad strategy led to a change in user behavior and a dramatic increase to eCPM. Instead of skipping the video ads, users began to seek them out - eager to watch the short, snappy videos in exchange for a reward. Now, the 15 seconds of time invested was being rewarded with a free and coveted photo layout. Thanks to this unique and creative ad placement, Pic Stitch now boasts 70% fewer ads and a 200% increase in eCPM.

“The incentivized placement allowed me to reduce the number of ads I show to users, while maintaining a solid revenue stream from Vungle,” says Keim. “The user experience is also better, as users get something in return for watching high quality ads. It’s a good deal all around.”