

Harnessing insights from 5B monthly ad interactions for higher mobile advertising performance



Vungle Creative Labs (VCL) is a team of multi-disciplinary experts driven by an obsession for blending creative, technology and data insights. Their testing ground is Vungle's global ad network, which serves ads to more than one-third of the world's smartphones and gives VCL access to creative insights at a massive scale.

Setting industry standards since the first smartphones came to market, VCL constantly pushes the limits of what mobile advertising can be through rigorous scientific testing methodology developed in-house.

VCL's unique approach to creative testing allows us to create, learn, scale and adapt creative experiences at a rapid speed, which delivers innovation and industry-leading, high-performing user experiences across our network.



For advertisers

Our platform discovers the highest-value users for your apps, delivering more high-performing and innovative creatives. VCL's mobile ad experiences, combined with our speed to market, allows our advertisers to land top placements more frequently, boosting ROAS.

A formidable social networking app on Vungle saw a

30% increase in interstitial playable performance

after VCL added a delayed call-to-action to their ad unit. The client bumped its campaign spend by 113%.

For publishers

VCL tailors content to each placement's context for a seamless, relevant in-app experience. We take into account optimal ad duration based on placement type, or specific endcard type based on genre.

Hypercasual publishers take advantage of hyper-interactive, instantly rewarding ad units that are designed with publisher context in mind to drive users to the App Store.

Hypercasual performance increases up to 138%

The Team

Every week, our diverse team of experts — data scientists, creative analysts, product managers, engineers — evaluate rivers of creative data to design unique, impactful experiences that achieve our clients' goals.

The Testing Strategy

Each test takes into consideration the robust insights that our global network provides. We evaluate ads across 24 simultaneous data points — content and creative direction, ad placement, user interface functionality, ad duration, file size. We never take a singular approach.

The Impact

After we complete a test, our holistic approach to creative testing compels us to repurpose our learnings into engineering, product, data science, and performance optimization strategies.