

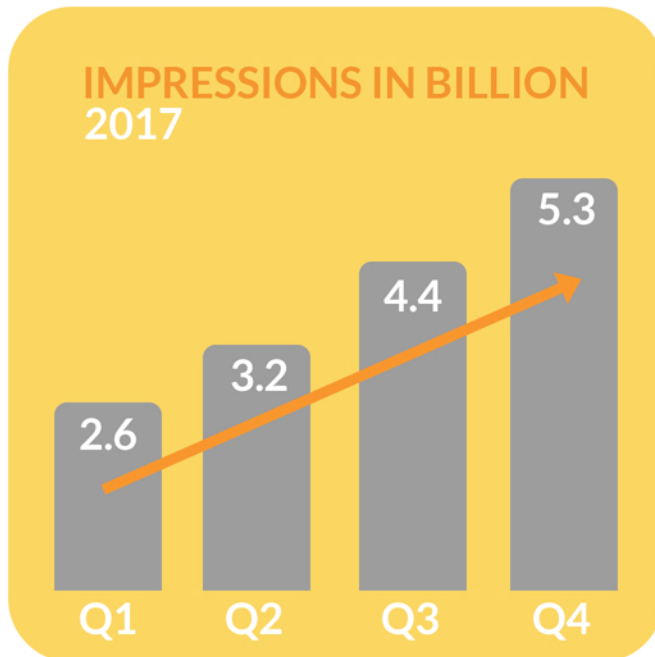
## THE PARTNER

World's premier gay  
**SOCIAL NETWORK**

Million total users:  
**25**

Billion AIs:  
**5.3**

France, Russia, Brazil, Turkey, Taiwan  
**NUMBER 1**



## THE CHALLENGE

- Global scale, many countries
- Many ad formats
- Constantly updated content features
- Integration of Hornet direct ad sales

The challenge was to find the **optimal monetization approach for a large number of different countries**, as the Hornet user base spreads around the globe. Constant content updates and new app features also require a flexible and adjustable ad tech setup, allowing Hornet to improve the app's content permanently.

- Added META-RTB solution
- Massive increase in ad revenues
- Individual tech support
- Customized solution

AddApptr took on the challenge by working closely with the Hornet tech and content teams. In a joint project, native ads and rewarded videos were introduced to the app, increasing ad revenues further.

Local ad networks, such as Brazil's **Revmob** were added to the AddApptr solution, improving CPMs again.

In addition to a stable ad network mediation, AddApptr also set up its **unique 100% programmatic META-RTB solution** for Hornet. Using Meta-RTB, every single ad impressions is auctioned off in real-time an all major ad exchanges, always finding the highest bidder for the ad inventory.

Also, Hornet's significant **direct ad sales business** had to be integrated in the overall ad tech stack, adding another layer of complexity. In the first 6 months of launching AddApptr in Hornet's iOS app, **ad revenues increased by over 160%**!

THE RESULT

**EASIER LIFE**

by integrating Hornet's direct ad sales business

**+161%**

revenue growth with AddApptr

**INCREASED**

CPMs



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*As a result of all the efforts, Hornet and AddApptr now manage a sophisticated, global ad tech solution, returning maximum revenues and giving Hornet the flexibility and scale to reach the next growth level.*

*AddApptr is awesome...*

Sean Howell, President, Hornet Networks