Success Story – 4 shared

4shared is currently using Epom for:

- Display Ad Serving
- Mobile Web
- Mobile Apps
- Video Ad Serving
- Monetizing Remnant Inventory

Objectives

4Shared, AlexaTOP 100 with more than **5B** impressions monthly wanted to boost its advertising revenues and effectively manage the entire inventory from different mediums (display, web, and mobile) in one place.

Their goal was to maximize revenue in all areas, for all **countries** and **sources of revenue**.

Moreover, 4shared team wanted a simple migration from their existing OpenX solution without headache of learning new UI.

Solution

Epom offered a simple step-by-step migration plan, conducted **extensive trainings** and even did a part of migration job to speed up the process. 4shared tried Epom on a small amount of traffic to check the results, and switched full-speed shortly for all the mediums.

Epom also implemented some handy features for 4shared, such and even distribution and competitors' campaigns exclusion as part of **Epom's Custom Development** program.
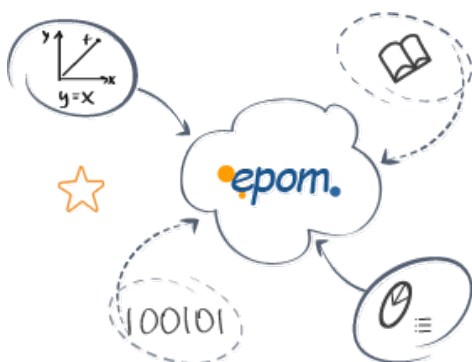
Results

- Total revenue growth **35%**
- Total eCPM growth **20-25%**
- Display ad serving: eCPM growth **15%**, revenue growth **18%**, stopped **20%** impressions lost
- Mobile Web: eCPM growth **17-19%** and **42%** revenue growth
- Mobile Apps: Mobile Apps Revenue boost up to **95%** for **Android** apps, and **150%** for **iOS** apps
- Video Ad Serving: Epom enabled effective video content monetization which was not possible before
- Epom Market: Fill rate reached **95%** with eCPM growth for countries with poor monetization potential up to **13-18%**
- **50%** savings on ad serving costs
- Time spent on migration: **2 days** + extensive training from Epom Support Team
- **40 %** manual work was decreased for 4shared adopts managers after implementation of eCPM, CTR and CPA optimization
- **51** new ad campaigns were rolled over the last **3** months

Achievements for Display

Monetizing display ads was the strongest area for 4shared sales team, but still required more effective campaigns management. 4shared achieved better results due to **effective CTR, ROI optimization** algorithms, profound targeting options, switching to more effective ads type that Epom supported and applying some specific options specially tailored for large publishers.

Due to better campaigns optimization 4shared achieved eCPM growth **15%** which is in connection with other improvements (such as avoiding 20% of impressions lost) gave the revenue growth **18%.** Certainly, one of the surprising discoveries was the fact that OpenX was losing almost **20%** of valuable impressions. Avoiding this lost helped get higher revenue.

40 % of manual work was decreased for 4shared adopts managers due to the implementation of eCPM, CTR and CPA optimization, as they received more time for direct advertisers search. More than **51** new ad campaigns were rolled over the last 3 months.

Achievements for Mobile

Monetizing of Mobile Web

15% of 4shared traffic is coming from mobile and this number is growing rapidly. Having display traffic monetization more-or-less established, 4shared with its diversified audience continuously lost money by using AdMob only for all m.4shared.com audience. To get most of their mobile inventory, 4shared needed to found a perfect combination of partners for each country. With Epom 4shared got a perfect tool for campaigns optimization and was able to found an optimum formula of mixing different ad networks and direct advertisers. A simple example, **AdMob's CPM** for **France** is **twice less** comparing to what InMobi offers. Applying this new mobile strategy for m.4shared.com resulted into eCPM growth of **17-19%** and **42%**of total mobile revenue growth.
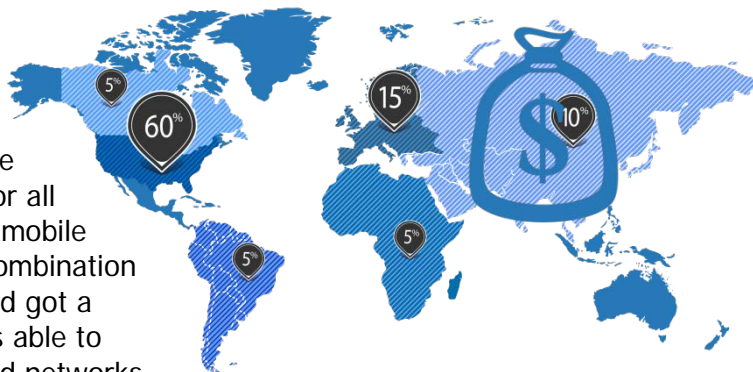
Monetizing of Mobile Apps

4shared developed some mobile applications for **iOS** and **Android**. With apps population growth, 4shared realized that using AdMob only gave good results for a few countries. Continuously replacing SDKs in apps to try other ad networks was a bad idea, as it demanded apps update, a painful chain of changes.

This is where Epom stepped-up offering one single SDK with 20+ ad networks already integrated. This completely new approach in mobile apps traffic monetization resulted into significant revenue boost of **95%**for **Android** apps, and **150%** for **iOS** apps!

Achievements for Video

With numerous unsuccessful attempts to have its own video ad serving capabilities, 4shared decided to count on Epom. Indeed, video ad serving is not that easy from technical perspective as it may appear! 4shared wanted to try several techniques, such as **pre-rolls**, **post-rolls**, **mid-rolls**, **overlays**, and more.

Once the team from 4shared tried Epom, they started driving good revenue from their video audience. Video ads revenue generated for the past quarter has reached **7%** of total ad revenue, which is a very good result comparing **to zero they had before.**

Epom Market

4shared team has a strong sales dep., but still there were some **regions difficult for monetization**. For example, Azia (SEA), MENA, a part of Europe and Latin America regions were far from effective due to lack of experience, specific market factors, language barrier, etc. The worst results were in Japan, Indonesia, Taiwan, Thailand, India, Korea, etc.

4shared decided to ask Epom traffickers to help them in certain regions. The results were amazing. With Epom 4shared achieved the **highest possible ad rates** they never dreamed about. Plus, for these regions the fill-rate has raised up to **95%.** And Epom's revenue share is as small as **10%.**

The Conclusion

One of the world's largest file sharing service 4shared, which has smoothly migrated to Epom, is moving forward in the process of optimizing its display, mobile and video digital inventory.

By using Epom, 4shared has significantly grown its advertising business in all countries, all verticals and revenue sources. The migration went smoothly. The team now saves its time and efforts on daily tasks focusing more on business expansion.

The Word from the Team

"   *Epom significantly optimized 4shared ad inventory which resulted into a total revenue boost of 35%. The platform is serving more than 5B of 4shared's ad impressions monthly, including a big volume of mobile traffic. Before we had tried Epom, we experienced troubles with monetizing mobile traffic and video, Epom has solved this problem effectively. Critically for us, Epom customer support is just as good as their server.*
If you are looking for a good ad server, I highly recommend to try Epom. I'm happy to provide

further information if required."

Andrey Luilko
Sales Director at 4shared.com

About Epom

Established in 2011, Epom is a Ukraine based company that develops ad serving and ad management solutions for publishers, multi-site content networks, ad networks, and advertisers.
Epom enables its users to run display, video, mobile ads in one place thus saving time, resources and bringing more profit. Epom is massively scalable platform suitable for any impressions volume that needs to be served.

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