

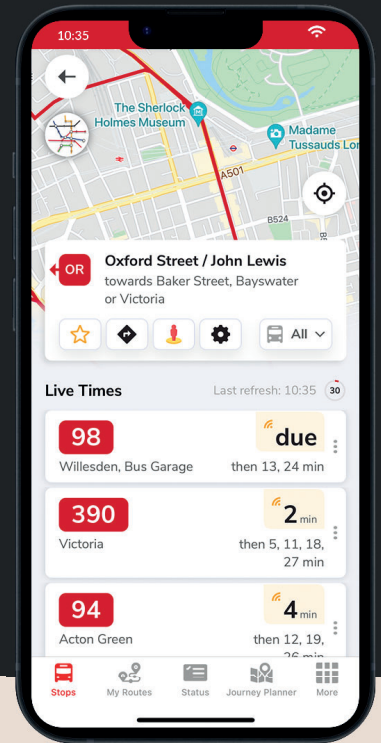
## Mobicia



Monthly users  
**1.2 M**

London's No 1 ranked  
**BUS TIMES APP**

Downloads  
**4M+**



### The Challenge

Mobicia already had a large successful app but felt there was more revenue potential for London's most successful bus times app.

Before the partnership with Gravite, Mobicia were *only working with two networks* in a static waterfall.

### The Approach

Gravite connected Mobicia to *7 new ad networks* through a single simple SDK integration.

Gravite also setup its unique programmatic META-RTB solution. Using this solution, all ad networks are able to compete for each impression on a real time basis in order to find the best possible price.

Gravite helped with the tech integration and ran some in-depth checks and quality assurance to make sure the integration went smoothly.

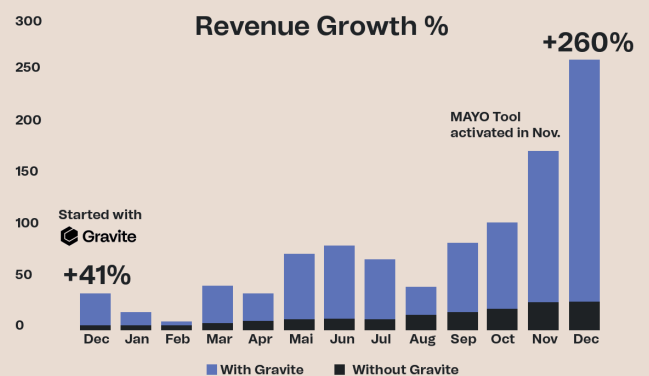
After a few months, Gravite switched on MAYO, a fully automated, machine learning based optimization logic. MAYO automatically updates all optimization parameters basically in real time, and thus immediately reacts to any demand side price fluctuations.

### The Result

The first month produced an immediate *revenue uplift of 41%*! Revenues continually increased throughout the first year as Mobicia benefited from constant optimizations and adding new networks.

The integration of *MAYO* proved especially effective for the bus app and resulted in another *leap in revenue to over 260%*!

With the help of Gravite, Mobicia are reaching record revenue levels and are considering expanding their business into new countries.



*„By entrusting Gravite with our 1 million monthly users, we were able to increase our monthly revenues by well over 100%. Their unique machine learning tool actually takes advantage of shifts in CPM throughout the day and so always generates the highest possible revenues, which is especially relevant for a time-sensitive app like ours.“*

**Jason Kapadia, Founder of Mobicia**