

Launching into mobile. One search at a time.

Shared goal to create new opportunities on mobile

Oath is committed to building brands with mobile experiences. Our Partner, ReachMobi, is also focused on creating great new experiences on mobile devices, which is where they connect publishers and advertisers to reach **24M+** loyal subscribers through more than **180K+** consumer interactions per *minute* every day.

Develop mobile launchers that leverage Yahoo Search

ReachMobi developed their first mobile launcher for Android, Rocket Launcher, in 2017. Rocket Launcher creates lightweight, sleek launchers to help users personalize their devices. Their launchers already have **1M+** installs and 4.3 out of 5 stars from 5,000+ reviews on the Google Play Store.

The launchers have a search box, which leads to a mobile **Yahoo Hosted Search (YHS)** results page. The product also leverages our **Search Buzz** product, which surfaces trending and monetizable terms that spark content discovery and encourage user engagement.



"With our launchers, we want to empower our users to express themselves with their devices. It's more than just the look and feel of their phone, we're adding lightweight, fun, functionality that lets them work faster, play harder, and connect with things they love."

- Chris Barton, General Manager, ReachMobi

"Growing high quality mobile search traffic is a priority at Oath. ReachMobi has been a true collaborator in helping us to achieve this goal by building a brand new mobile launcher business. The results speak for themselves and we look forward to growing this even further in the future."

- Josh Cobb, Vice President, Oath

Results: created entire new line of revenue and launched additional launchers

ReachMobi's Rocket Launcher is an example of a great way to drive high-quality, mobile traffic. The majority of search revenue is driven by typed-in organic searches. In Q1 2018, the launcher search revenue increased **+857%** quarter over quarter, and the revenue in H2 this year is expected to be **triple** the revenue earned in H1. ReachMobi plans to expand this product into international markets. The Rocket Launcher has been performing so well, that ReachMobi also recently launched another **five** mobile launchers that leverage Yahoo Search products.