

# Tango drives monetization globally with Yahoo App Publishing

## BACKGROUND

Tango, a leading mobile social messaging app with a global audience of over 285 million registered users sought to enhance monetization across its platform. The Tango team considered different ad networks to increase the advertiser quality, fill rates and eCPMs of its native ad units.

## SOLUTION

Tango partnered with Flurry to seamlessly integrate advertising from the Yahoo Gemini marketplace into its iOS and Android apps. The Yahoo App Publishing platform enabled Tango to optimize the performance while staying in control of the end user experience. The Tango app started displaying native ads served by Yahoo immediately following implementation.

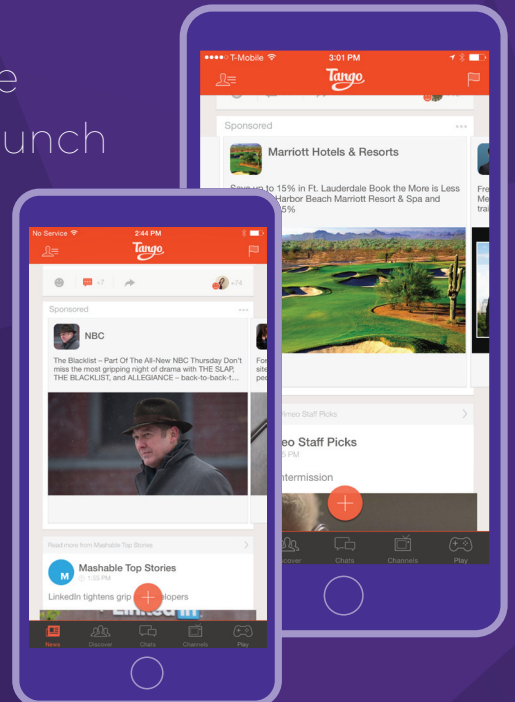
## RESULTS

"Yahoo has brought us many of the best brand advertisers since our launch with Flurry.

The teams ensured the initial setup was quick and easy.

We couldn't be happier with the quality of ads, the consistently high fill rate, and the breadth of Yahoo's advertiser relationships across the world."

-Richard Rabbat, VP of Advertising & Platform, Tango



Explore what Yahoo App Publishing can do for your mobile app by visiting [developer.yahoo.com](https://developer.yahoo.com).