

TimeTree launches a **\$3M performance ads business** with Moloco PAS

Results

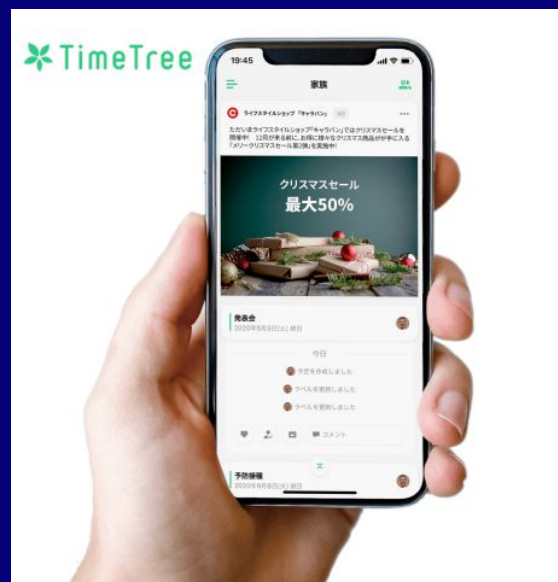
\$3M

In a new annual line of business supporting brand and direct response advertisers

38%

Ad performance improvement when using first-party data

The teams have already identified additional areas to expand the partnership



Challenge

- How to use their unique application ad inventory and first-party data to grow ad demand by offering high performance advertising opportunities to their publisher customers
- Limited resources and time to develop machine learning expertise and build/train the models required to offer proprietary targeting to publishers
- Desire to utilize their existing tech stack to power a performance ads business

Strategy

- Partner with a performance marketer with machine learning expertise
- Utilize the Moloco Cloud Enterprise Platform’s menu of APIs and services to create a customized performance ad server business, within their existing tech stack, that enables targeting in an ID-less environment
- Plug into Moloco Cloud DSP for advertiser demand at scale

About TimeTree

TimeTree is a calendar sharing app with over 40M registered users. As the number one calendar app in Japan, TimeTree also has users throughout Asia Pacific and Europe. TimeTree’s mission is to connect everyone’s time globally. On average, a TimeTree user creates 38 schedules every month.