

CASE STUDY

# How Video Ads + Precise Segmentation Drove 380% RPM Growth in Mobile Apps with Magnite



## About Magnite

Magnite is an independent sell-side advertising company. Publishers use their technology to monetize content across all screens and formats, including CTV, online video, display, mobile, and audio. The world's leading agencies and brands trust Magnite's platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month.

## Overview

In 2025, video emerged as a key driver of performance growth across mobile app environments. Working together, Magnite and Start.io began pairing high-impact video formats with mobile-first, data-driven segmentation to unlock revenue gains, increased engagement, and greater efficiency.

## The Challenge

While video is highly engaging in-app, broad targeting often limits its efficiency and scalability. As a result, buyers can struggle to consistently achieve performance at scale, while publishers may not be fully maximizing video yield. **The goal was to:**

**Scale** video revenue and fill rates

**Improve** buyers' KPI performance - such as engagement and conversions - through refined targeting

**Activate** richer mobile behavioral and contextual signals

## The strategy

We implemented a strategy focused on aligning high-impact video formats with high-intent audiences more likely to engage and convert.

### 01

**High-impact video formats:** Magnite's high-impact formats, including interstitials, rewarded, and video, enable brands to improve ad viewability and engagement, driving stronger in-app performance.

### 02

**Mobile-first audience segmentation:** Leverage Start.io's mobile-first data built from live, privacy-compliant signals - such as location, ad behavior, and more - through its SDK across mobile environments to identify high-value users.

### 03

**Optimized delivery:** Using dedicated traffic shaping algorithms to optimize delivery toward precise, high-quality inventory at scale.

## The Results

The strategy of combining premium video with precise segmentation resulted in:

**+380%**

growth in video RPM from Q1 to Q4

**Strong growth**

in video performance

**478%**

growth in spend. Driven by increased demand and buyer confidence

**Improved efficiency**

through more relevant audience alignments

The data confirmed that video performance strengthens significantly when paired with intelligent segmentation, rather than deployed broadly.

## Looking ahead

Future initiatives will center on deepening segmentation, bringing in additional audience signals, and scaling video across a broader range of placements, while also unlocking new opportunities for video and native to work together in more complementary ways. This reinforces the idea that combining high-impact creative formats with data-led targeting is a powerful way to accelerate performance.

## Ready to unlock a new level of precision and scale for your campaigns?

Contact us today to learn how Start.io's data-matching technology can help you achieve your marketing goals:

[marketing@start.io](mailto:marketing@start.io)