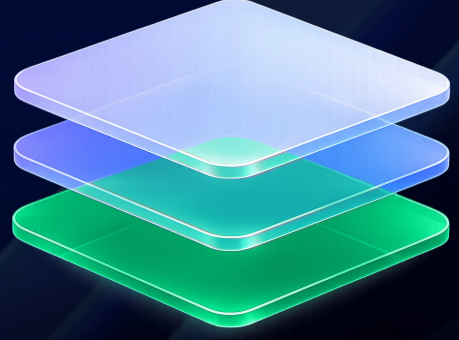


CASE STUDY

Scaling Mobile App Revenue Through Full-Stack Integration



About TopOn

TopOn is an advanced, intelligent ad mediation platform designed to maximize mobile app monetization through efficient, high-performing, and transparent ad management. Equipped with real-time header bidding, automated waterfall optimization, and comprehensive data analytics, TopOn provides developers with a fast-integrated SDK supporting multiple ad formats — all engineered to boost ARPU and eCPM across global mobile markets.

Overview

TopOn sought to enhance the monetization performance of its mediation platform by connecting with a demand partner capable of delivering both high-quality programmatic demand and scalable supply. With publishers on its platform requiring stronger fill rates and higher eCPMs, TopOn needed a technology partner that could operate across both sides of the transaction. Start.io's unique dual-sided position — as both an SSP and a DSP — made it the ideal partner to drive measurable impact across TopOn's global publisher ecosystem.

The Goal

The objective of the partnership was to establish a fully integrated, high-performance connection that would unlock meaningful revenue growth across TopOn's publisher base. Specifically, the teams aimed to:

- **Activate Start.io as a demand source** within TopOn's mediation platform, boosting competitive bidding and improving eCPM for publishers.
- **Integrate Start.io's SDK directly** into TopOn's mediation stack, enabling seamless access to Start.io's premium in-app supply for advertisers.
- **Drive measurable monetization growth** by leveraging Start.io's dual-sided position as both SSP and DSP to maximize yield across the entire auction ecosystem.

The Process

To bring these goals to life, Start.io and TopOn worked closely to align product, data, and monetization strategies across three core focus areas:

<p>01 DSP Integration</p> <p>Start.io's demand was introduced into TopOn's mediation environment, increasing bidder density and enabling publishers to benefit from more competitive auction dynamics.</p>	<p>02 SSP Integration</p> <p>Leveraging Start.io's dual-sided infrastructure, the partnership created stronger connections between advertisers and publishers, improving marketplace efficiency and expanding monetization opportunities.</p>	<p>03 SDK Integration</p> <p>A direct SDK integration enabled richer auction signals and more efficient data exchange, helping improve bid responsiveness, pricing accuracy, and overall monetization performance.</p>
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The Results

The partnership delivered exceptional results within its first full quarter of dual-sided, SDK-connected operation. Revenue momentum accelerated sharply from Q3 to Q4 2025, reaching a seven-figure USD milestone — demonstrating the compounding impact of a fully integrated SSP and DSP relationship, amplified by direct SDK connectivity within TopOn's mediation platform.

+126%
QoQ Revenue Growth
(Q3 to Q4 25)

+105%
QoQ Growth APAC Video eCPM
(Q3 to Q4 25)

Executive Perspective

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"Our partnership with Start.io demonstrates the value of deeper ecosystem connectivity. By integrating across demand, supply, and SDK infrastructure, we have created new monetization opportunities for publishers while delivering stronger performance across the entire auction environment."

Harry Yang
Chief Marketing & Operations Officer,
TopOn

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"We built with Topon a scalable and sustainable partnership. We've seen consistent growth in both scale and efficiency across SDK, demand, and supply. Their expertise has been instrumental in helping us maximize ROI."

Sofia Zhang
VP APAC
Start.io

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