

The **Transit Stop** tracker apps are used by hundreds of thousands of public transit riders in more than a dozen cities across North America. By publishing market-specific apps, Transit Stop provides a customized experience for each city it serves. The apps come in ad-supported “free” versions, as well as paid versions in select locations.

**Goal**

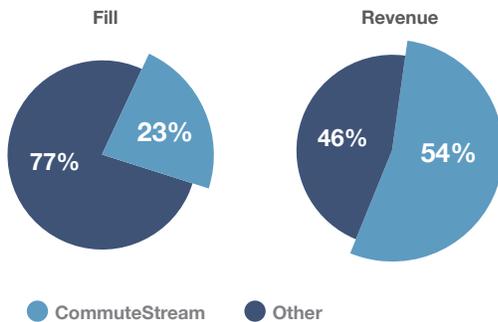
With a vast majority of users on its “free” versions, Transit Stop wanted to increase revenue in these apps without degrading the user experience.

**Summary**

CommuteStream’s highly targeted ads demand a premium from advertisers who want to reach certain riders, and we pass that premium on to our publishers. Publishers make more money, and users of their apps enjoy hyper-local ads and deals that fit their daily lives.

**Strategy**

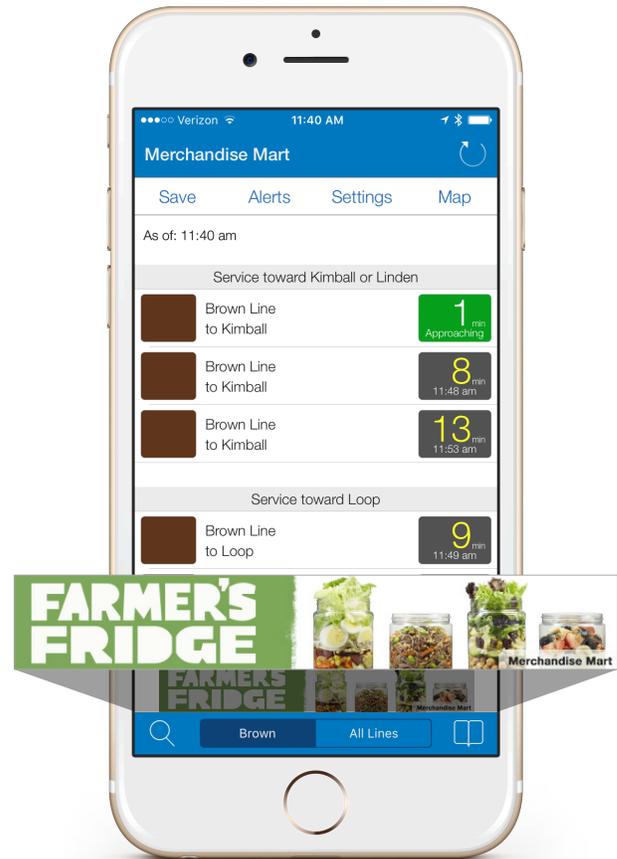
Transit Stop was already having success with standard 320x50 banner ads and didn’t want to change or add new formats. With that, the CommuteStream SDK was integrated and configured with existing mediation to serve banner ads along with Transit Stop’s other existing/preferred networks. As CommuteStream continued to prove it’s worth, over time Transit Stop allocated an increasing amount of impressions to it.



With just 23% Fill Rate, CommuteStream was accountable for over half of Transit Stop’s mobile ad revenue.

**Results**

In September of 2016, Transit Stop adjusted mediation once again, providing CommuteStream with access to nearly 100% of its ad inventory -- maximizing CommuteStreams power to monetize. Over the remainder of the year, CommuteStream consistently paid Transit Stop **over 4x more per impression** than its next highest paying network. During this time CommuteStream’s highly targeted ads filled a modest 23%, yet accounted for 54% of Transit Stop’s total revenue. Bottom line: **CommuteStream increased Transit Stop’s overall revenue by 67%.**



*“...revenue-wise, that was my best stretch over the past 6 years the app has been available. The reason is CS’s performance. Ultimately, their success as an ad network translates to more revenue for Transit Stop.”*

*Jason Kramer, Publisher of Transit Stop*