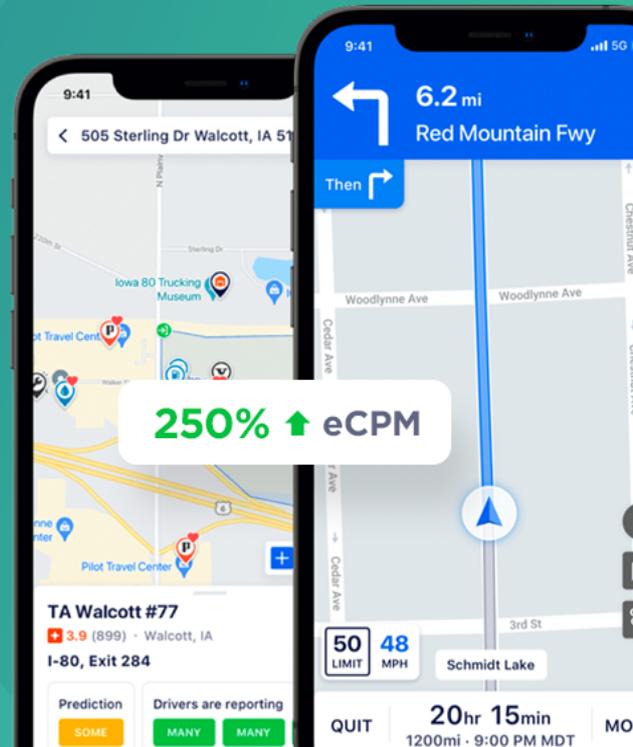


# Trucker Path Sees a 250% Increase in eCPM with AlgoriX Across Key Ad Formats

Learn how we did it

AlgoriX



## About Trucker Path

Trucker Path is America's most popular app for truck drivers. Millions of truckers all over the country use Trucker Path to find the closest truck stop, available parking, weigh station, fuel stops, trip planning and truck-safe routing.



8M+

App downloads



The AlgoriX team helped us **realize our full monetization potential** by offering solutions that are tailored for our business's unique set of challenges. Moreover, their monetization team's **expert and dedicated service** ensured timely adjustments to our needs and the changes in the market, thus contributing to the success of our efforts.

- Jessica Ma, Trucker Path  
Monetization Director

## CHALLENGES

As a company that continuously seeks to improve the day-to-day quality of life of its end users, Trucker Path, the North American trucking industry's most comprehensive and fastest growing mobile app for truckers, was determined to find a more streamlined monetization solution that can not only deliver higher revenues and relevant, high-quality campaigns, but also safeguard their in-app user experience. Through this, the company seeks to enhance the app's commercial development, while prioritizing the needs of over 1 million users.

## SOLUTIONS

After a comprehensive analysis of Trucker Path's challenges, AlgoriX offered the following solutions:

- By **integrating with AlgoriX Exchange**, Trucker Path gained access to various demand sources while maintaining the app's fast and efficient service.
- To improve overall monetization efficiency and guarantee the most competitive eCPMs, AlgoriX implemented a **dynamic pricing strategy** maximizing the use of multi-bid auctions and bid floor filters.
- AlgoriX's monetization experts also worked closely with Trucker Path on the ad placement strategy to **determine the most effective ad formats**. Moreover, AlgoriX's **custom tags** feature gave Trucker Patch the flexibility to easily add and remove tags, thus making it more convenient to test new apps and ad placements.
- Lastly, by using AlgoriX's proprietary technology and working with third-party ad quality solutions, AlgoriX **monitored and filtered out bad ads in real-time**.

## RESULTS

Trucker Path saw a 250% increase in eCPM. In addition, AlgoriX also enabled Trucker Path to tap into high-quality brand advertiser campaigns, including the likes of Disney, Amazon, Nike, and more. Most importantly, the company was able to live up to their commitment of putting users first by choosing solutions that don't compromise the delivery of a stellar in-app experience.



250%

increase in eCPM