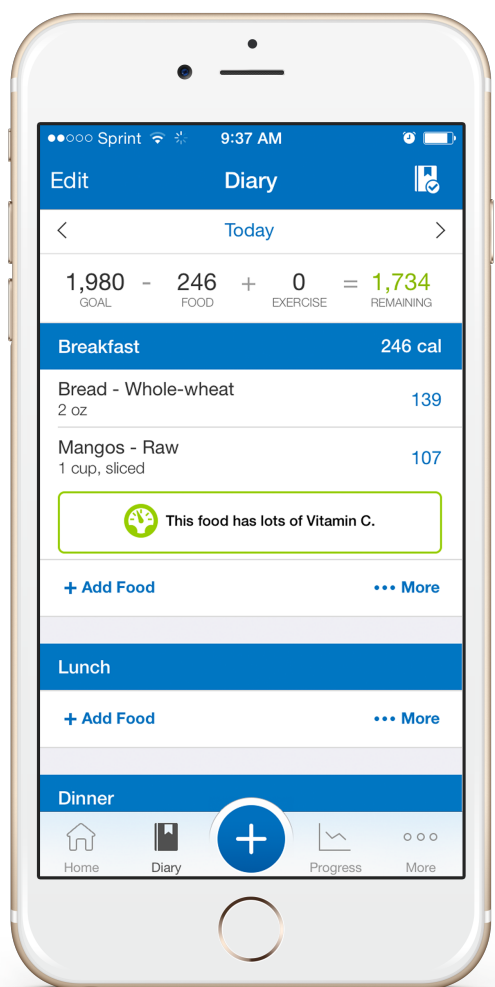


Under Armour Leverages the Strength of OpenX's Ad Exchange to Drive Revenue for Their Fitness Apps



Under Armour Connected Fitness (UACF) has a full suite of health and fitness apps available for iOS and Android, including UA Record, MapMyRun, Endomondo and MyFitnessPal. These apps offer comprehensive tools to track health across five main areas: activity, nutrition, fitness, and sleep. With 160 million registered users, their community of fitness enthusiasts is unrivalled.

UACF began working with OpenX in November 2015 in support of their MyFitnessPal Android app.



“ Since incorporating OpenX into our demand stack last year, we’ve seen a great fill rate and a steady climb in revenue. As a result we’ve continually adjusted their position in our stack to a higher priority. ”

Steve Gendreau

AdOps Manager at Under Armour Connected Fitness

OpenX currently sits in the top tier of MyFitnessPal's demand stack, after first being promoted to that position in January 2016.

As a result of such strong performance, UACF is expanding their relationship with OpenX to include their entire app portfolio across both Android and iOS. MapMyFitness was added at the end of January, with the remaining apps scheduled to follow soon.

From the start of the relationship, OpenX assigned a team of dedicated yield specialists to work directly with Under Armour Connected Fitness to maximize their revenue via the OpenX Ad Exchange.

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“Expanding our relationship with OpenX was an easy decision,” said Steve Gendreau, AdOps Manager at UACF. “From the outset, we worked with OpenX yield specialists, to help optimize our stack and maximize our revenue, while maintaining quality. We’re confident the OpenX Ad Exchange will continue to generate increased revenue for our business as our relationship expands to include our entire app portfolio on both Android and iOS.”

Our technical support teams provided 24/7 guidance to help deploy the easy to implement OpenX BrandTags, our mobile optimized JS Tags, and answer questions throughout the onboarding stage and thereafter. All together it took less than three days to get MyFitnessPal up and running.

“There is a noticeable difference in our relationship with OpenX than with other monetization partners. They partnered with us not only at the time of integration, but well beyond that. Helping us in areas from technical support to assisting us in optimizing our revenue across all monetization partners. They truly are a trusted advisor.”

Steve Gendreau

AdOps Manager at Under Armour Connected Fitness