

AOL DELIVERS DEALS & UNRIVALED DEMAND

Slidejoy gives brands the opportunity to engage with their users on the most intimate and frequently accessed screen - the mobile lockscreen.



3X

Premium on
eCPM for
Preferred Deals

70%

Demand from
Major National
Brands

SLIDEJOY'S GOALS

Slidejoy needed a monetization partner that could elegantly and effectively activate their preferred deals programmatically as well as deliver brand-safe experiences in the most intimate and highly visible space.

HOW AOL HELPED

Slidejoy chose AOL as a monetization partner because of the breadth of programmatic buyers connected to our platform, our deal technology as well as our superior, unique demand. The AOL team quickly and efficiently set-up Slidejoy's 1:1 deals between Slidejoy's inventory and our mutual DSP partners within our deal console, while simultaneously creating a complementary strategy to serve up premium brand demand to fill Slidejoy's highly viewable interstitial inventory.

"We've been really impressed by our partnership with AOL. Within a few days of working together, our deals were up and making money and the team had uncovered additional brand-safe revenue opportunities for us. Their technology, premium demand and team are second to none."

Robert Seo | CEO

