

IAC APPLICATIONS

FORMERLY MINDSPARK

CLIENT PROFILE

IAC Applications is committed to delivering high-quality digital utilities to the world across all mediums and distribution channels.

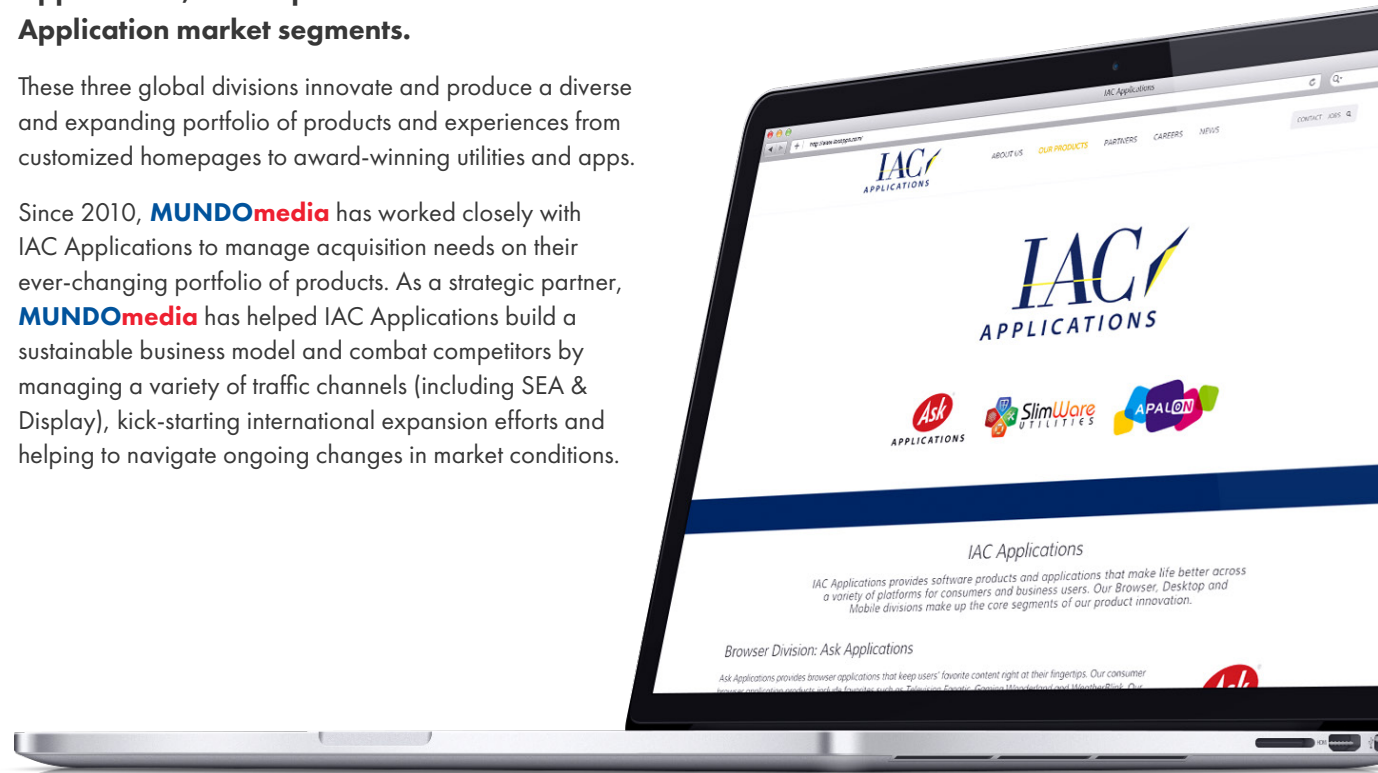
Conceived in 1999, IAC Applications (formerly Mindspark) is an operating business unit under the IAC umbrella known for development and marketing of entertainment and personal computing software, as well as mobile application development.

THE CHALLENGE

IAC Applications has evolved from its Web 1.0 beginnings as a simple software company to grow successful businesses in the Browser Applications, Desktop Utilities and Mobile Application market segments.

These three global divisions innovate and produce a diverse and expanding portfolio of products and experiences from customized homepages to award-winning utilities and apps.

Since 2010, **MUNDOmedia** has worked closely with IAC Applications to manage acquisition needs on their ever-changing portfolio of products. As a strategic partner, **MUNDOmedia** has helped IAC Applications build a sustainable business model and combat competitors by managing a variety of traffic channels (including SEA & Display), kick-starting international expansion efforts and helping to navigate ongoing changes in market conditions.



STRATEGIES WE USED

Unparalleled Expertise. Custom Creative & Optimization Strategies. Focus on Quality & Compliance.

- Arranged an experienced 5-person team that was solely dedicated to IAC Applications operations – providing unparalleled expertise and focus on helping the client expand their acquisition portfolio on key products
- Internal media buying team & hand-picked publishers leveraged strong relationships with Google & Bing to grow the IAC Applications account on a monthly basis
- Relied on in-house creative team and optimization managers to deliver custom creative solutions and optimization strategies, allowing the client to boost ROI on their campaigns with data-driven decisions in real time
- **MUNDOmedia** compliance team worked closely with IAC Applications team to screen and monitor keyword lists, ad copies and microsites used by publishers to ensure campaign promotions enhanced the user experience for client's products



RESULTS

MUNDOmedia helped IAC Applications reach its acquisition objectives with the following results:



Generated more than **5 MILLION DOWNLOADS** in 2015, spanning across nearly 30 countries



ACCOUNT GREW 30-35% month-over-month from Q1 to Q4 (2015)



Helped IAC Applications expand their portfolio of products on an international scale – **GROWING BUSINESS OUTSIDE OF THE US** from 10% (Q1) to 40% (Q4)



Kept a good record of **QUALITY TRAFFIC** with no compliance incidences, allowing IAC Applications to focus on growth without worrying about brand safety

CONTACT US

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