

CASE STUDY: LEADBOLT

Winner: Information and Communication Technology Award, 51st Australian Export Awards (2013)

For outstanding international success in the field of information and communication products, technology or services that are connected with storage, retrieval, manipulation, transmission or receipt of digital data including software and games.

Background

Leadbolt is a mobile advertising and app discovery business that helps app developers earn money from advertising. Its products include floating ads, app walls, in-app alerts, overlays, banner ads, notifications and interstitials.

In the mid 2000s, Leadbolt CEO, Dale Carr, observed that returns from traditional digital advertising were declining. Predicting an explosion of mobile apps, he launched Leadbolt in Sydney in 2010 with a 'divide and conquer' attitude. His aim was to provide a self-service digital ad network platform for apps.

Leadbolt now focuses on delivering innovative solutions for Windows 8, iOS and Android apps developers and mobile advertisers. The company serves five billion ads per month to its customer base of more than 65,000 apps and is ranked as the third most used ad network for Android apps in the world – next to Google (#1) and inMobi (#2).

Approach to business

Leadbolt is considered a true innovator of the digital age – pioneering a new approach in the mobile application space around 'native' ads.

"We have innovated by offering more ad formats than any other mobile ad network – formats that deliver better returns on investment," says CEO Dale Carr.

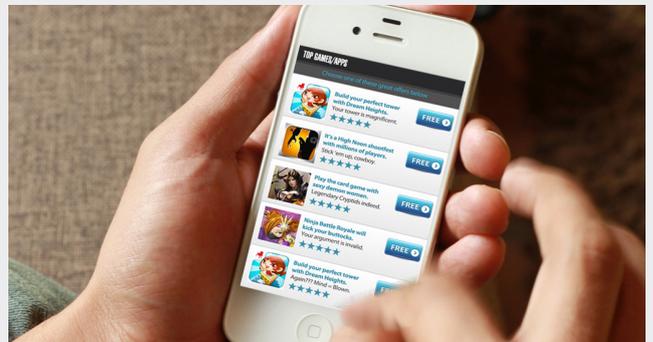
"No one wants to buy apps anymore. They expect them to be free. So we work with developers through our self-service platform to run advertising campaigns that aid their discovery and to attract new users."

Carr says a key difference with Leadbolt is that it facilitates the real-time exchange of ads. "It's not like a traditional advertiser where you place one ad in one publication.



SNAPSHOT

- Established in 2010
- 45 staff
- Offices in Sydney and Los Angeles
- Serves five billion ads per month
- Leadbolt is the 3rd most used ad network for Android apps in the world
- Winner of 2013 Premier's NSW Export Award - ICT category



LEADBOLT

The ad or message can be shown on multiple applications, and we have more than 65,000 applications on our network.”

Carr says Leadbolt was a pioneer in the mobile advertising space.

“We built our offering from the ground up. We could see a real need to monetise the free content being made available in the mobile space and created a platform to provide this,” he says.

“Mobile advertising isn’t simply dropping desktop banners into a mobile environment. It needs to be more immersive and that’s what we focussed on. We believe a client’s ad should be more like a marketing message.”

Carr says there is a lot of innovation going on in the mobile advertising space and Leadbolt is keen to capitalise on the opportunities it is creating.

“We won’t stop until we are number one. It’s quite a lofty goal considering the behemoth we are up against – Google – but I believe we can do it,” he says.

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International engagement

Leadbolt operates in 165 countries and works with some of the world’s largest organisations, including eBay, Disney, Vodafone and Ford – helping them connect with users via popular games such as Angry Birds and Candy Crush.

Carr says the most effective Australian companies are those that compete globally through innovation.

“For us, there is a lot going on in the mobile space and it’s important to take advantage of every opportunity,” he says. “The international market needs to want our products and services so badly because we offer what no one else is.”

Carr says Australia is a great place to run a business like Leadbolt because it is often the ‘testing ground’ for new technologies.

“This allows us to engage with other companies from around the world who get to understand what we do. Word of mouth is very important in our business.”

FACT

Gartner Group predicts global mobile advertising spending will reach \$US18 billion (\$19.2 billion) this year, up from the estimated \$US13.1 billion last year. By 2017 it projects the market will have grown to be worth \$US41.9 billion. – Sydney Morning Herald

Winning an Australian Export Award

Carr says winning the national award helped to reinforce Leadbolt’s standing amongst its staff and its peers.

“The mobile community is broad, but it’s also very small. The Award added another level of respectability to we do and the great team that helps us do it,” he says.

In addition to winning the Australian Export Award, the company also won Media Summit’s Mobile Mafia Award for best publishing platform and the Mobile Excellence Award for best mobile ad network.



Leadbolt, Winner of 2013 Australian Export Awards - ICT award

Leadbolt
www.leadbolt.com