FUNCORP | [:] APPHARBR
BY GEOEDGE

HOW FUNCORP RECLAIMED AD QUALITY CONTROL WITH APPHARBR

See AppHarbr In Action

✳ **30% REDUCTION IN MANUAL AD QUALITY MANAGEMENT**

✳ **25% FEWER SUPPORT TICKETS**

✳ **6%+ IN USER RETENTION**

ABOUT FUNCORP

FunCorp is a mobile entertainment company behind viral content apps like iFunny, where memes and humor connect millions of Gen Z and millennial users across the U.S.

50M+ INSTALLS & **8M+** MONTHLY ACTIVE USERS

18–22 MINUTES AVERAGE SESSION TIME

90% OF USERS ARE BASED IN THE US

THE PROBLEM: BAD ADS IMPACTING USER ENGAGEMENT

The FunCorp team was spending hours every week manually reviewing reported ads, logging complaints, updating SDK filters, and requesting blocks via email. The approach was inconsistent, reactive, and time-consuming pulling focus from strategic growth efforts. Despite high user engagement, monetization was being disrupted by:

⊗ **DISTRUPTIVE AND DECEPTIVE DESIGN**
Unskippable Interstitials: Misleading UI, Fake 'Close' Buttons, and Deceptive Loading Bars

⚠ **INAPPROPRIATE ADS**
Wrong Content Categorization, Bypassing Mediation Filters

🏋 **HEAVY ADS**
Causing App Crashes and Impacted User Flow

THE SOLUTION: APPHARBR'S PROACTIVE AD QUALITY CONTROL

AppHarbr gave FunCorp proactive ad quality control with automated enforcement to reduce bad ad incidents at scale.

With AppHarbr, FunCorp can now:

✳ Proactively block all ads based on customized controls for duration, brand, behavior, content and more.

✳ Auto-detect and filtering of disruptive and deceptive creatives like fake playables or masked redirects

✳ Access a centralized dashboard to review and manage ads across all networks

✳ Act immediately, no more waiting for mediation or third-party teams to act

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THE RESULTS:

AppHarbr's rollout delivered quick wins:

✳ **30% REDUCTION IN MANUAL QA WORKLOAD**

✳ **6% LIFT IN RETENTION, TIED DIRECTLY TO REMOVING LONG INTERSTITIALS**

✳ **25% FEWER SUPPORT TICKETS**

✳ **IMPROVED APP STORE RATINGS FROM REDUCED USER FRUSTRATION**

✳ **FASTER TURNAROUND TIME FOR ADDRESSING AD COMPLAINTS**

This isn't just about better ads—it's about rethinking ad monetization efficiency and ad quality control to protecting app experience for smarter monetization.

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