

[← Back to customers](#)

Luzia Doubles eCPM With Koah's AI- Native Ad Network

Partnered since 2025

 luzia.com



Luzia

2x

eCPM compared to legacy
digital ads

1.5x

CTR compared to legacy
digital ads

See how this top-rated AI assistant app used Koah to boost revenue while maintaining a highly personalized user experience.

TL;DR

- Luzia wanted to explore monetization rails via in-app ads
- Koah empowered Luzia to instantly embed contextual ads in queries
- Koah-powered ads generated substantial revenue, with 2x higher eCPM and CTR than other ad providers

About Luzia

Founded in 2023, [Luzia](#) is a premier AI assistant for users' daily needs, spanning companionship,



[Publishers](#)

[Advertisers](#)

[Case Studies](#)

[Company](#)

[Blog](#)

[Log in](#)

[Get started](#)

has raised nearly \$50M in funding from top investors, including A-Star Partners, K... Ventures, Monashees and Prosus Ventures.

Challenge

Luzia Looked for a Monetization Model That Wouldn't Hurt User Trust

Luzia's freemium and friendly AI companion resonated with everyday users from the start. As the company grew into the largest independent conversational AI provider in Latin America, they wanted to maintain momentum with the latest LLM-driven advancements. The natural next step? Open a new revenue stream.

It quickly became clear that ads monetization was a promising way to keep Luzia's evolving technology accessible to all users. So, Head of Product [Natalia Solano Gutierrez](#)—who leads the company's monetization arm—started experimenting with traditional ad networks.

While the old-school ad formats offered through these networks promised to unlock some revenue, they also threatened to disrupt Luzia's user experience. Because interstitial and banner ads are designed for traditional websites or gaming apps, their placement in Luzia's AI assistant app never felt completely natural. Natalia suspected that ads would better align with user intent—and generate more conversions—if they could be natively embedded into AI conversations.

"People go to Luzia for everything from homework help to personal and professional problems. If you're constantly interrupting those intimate moments with irrelevant ads, you risk losing their trust."

To monetize the app and keep users engaged and loyal, Natalia needed an ad format that had already evolved to match Luzia's own LLM-first interactions. In other words, she needed a cutting-edge, contextual ad technology.

That's when Koah entered the frame.

"Monetization is the only way to keep our app free—but traditional ad formats can be so intrusive. Koah is one of the only ad solutions moving fast enough to fix this problem."

Native Ads Drive Revenue and Retain Users

Koah gives Luzia the native commercial infrastructure to monetize their app without jeopardizing its personable user experience.

During a turnkey onboarding, Natalia's team started deploying ads to a small group of users. And thanks to Koah's well-curated list of premium advertisers in every relevant geography, Luzia started earning revenue right away.

Koah's lightweight SDK enabled Natalia to embed ads directly into AI conversations—but only when they truly enhanced the app's regular responses. For instance, if an entrepreneur asked Luzia for help building an eCommerce website, Koah's SDK might serve them an ad for the largest global freelancing platform. The result was a fully preserved UI and even higher answer quality. Even better, Natalia did it all without having to invest in expensive developer resources.

Due to the pilot's success, Natalia and her team decided to expand the rollout. Within two months, Koah had been deployed to more than 50% of Luzia's advertising inventory.

And since Koah handles the UI rendering and ad placement from end to end, the wider implementation has been similarly seamless. This means Natalia's lean team can focus on strategic work while effortlessly optimizing their ad experience.

"With Koah's expert placements, we don't have to worry about users disengaging. Plus, ads are so much more likely to result in conversions."

In fact, according to Koah's Publisher Dashboard, the platform's developer tools enabled Luzia to achieve double the eCPM that their traditional ad providers could generate, at a 1.5x higher click-through rate, no less. Being able to track and report on this hard-earned ROI isn't just a win for Natalia's team; it makes it easier to align with their advertising partners on KPIs.

Throughout this process, Natalia also benefits from the ongoing support of Koah's hands-on team, who is always available to answer questions over Slack or make updates to the SDK. If Natalia wants to experiment with new ad formats? Koah immediately turns around fully realized carousels, email capture forms, and other innovative new UI. Natalia knows Koah will go to any length to help her build a trustworthy user experience that genuinely benefits all AI adopters.

"Koah owns the entire ad UI experience for us. This not only saves our team so much



[Publishers](#)

[Advertisers](#)

[Case Studies](#)

[Company](#)

[Blog](#)

[Log in](#)

[Get started](#)

Results

Luzia 1.5x's CTR and Future-Proofs Their Monetization Strategy

With Koah, Natalia built an impactful monetization program that maintains the high-touch user relationships the Luzia app facilitates. This new revenue stream fuels future innovation and enables Luzia to extend a premium AI experience to every one of its millions of free users.

The results:

- 2x higher eCPM than with legacy digital ads
- 1.5x higher CTR than with legacy digital ads

Looking ahead, Natalia can't wait to double down with Koah. Between their highly supportive team and ongoing openness to experimentation, she has no doubt that Koah will remain essential to helping Luzia navigate the rapidly evolving GenAI advertising ecosystem.

"The Koah team is just so efficient and enjoyable to work with. We need the most supportive partners to advance our mission of making AI accessible to everyone, and Koah is all that and then some." – Natalia

DEVELOPERS

[Login](#)[Docs](#)[Changelog](#)

COMPANY

[About](#)[Careers](#)[Blog](#)

CUSTOMERS

[Publishers](#)[Advertisers](#)[Case Studies](#)

TERMS

[Terms of Use](#)[Privacy Policy](#)[Contact us](#)