How Sup AI Drives Reliable Revenue With Koah's LLM-Native Ads

Partnered since 2025

🔗 Sup.ai

Sup AI

28%

Fill Rate

99.99%

User Retention

See how this Stanford-born AI platform (achieving a record-breaking 52.15% on Humanity's Last Exam) uses Koah to turn high-quality answers into meaningful revenue without compromising user trust.

TL;DR

- Sup AI delivers unmatched accuracy by orchestrating nine frontier LLM models, which increases the inference costs
- Traditional monetization platforms were not designed for AI-native conversational interfaces
- Sup AI deployed Koah's lightweight SDK to serve highly personalized, inline ads that complement their answers
- Today, Sup AI's monetization program funds rapid growth while maintaining 99.99% retention

Sup AI's proprietary technology orchestrates nine frontier LLM models (including GPT-5, Claude Opus, Grok 4, and Gemini 3) to deliver more accurate answers than any single-model solution. With real-time logprob confidence scoring and a groundbreaking 52.15% accuracy on Humanity's Last Exam, Sup AI empowers professionals in law, medicine, and engineering to navigate AI-driven content with confidence.

Challenge

Monetize Without Undermining Trust

Sup AI was founded to eliminate uncertainty from AI search by providing the most accurate, nuanced answers. The company's trademark method of consulting multiple frontier models for every prompt significantly raises the quality bar and multiplies inference costs.

To help manage these costs and grow the platform without charging users, Sup AI turned to monetization.

Sup AI's team initially explored AdMob, but found that standard display formats weren't optimized for an AI chat experience. The ads didn't adapt to conversational contexts or align with the specific intent of each query.

Co-Founder and CEO Ken Mueller knew that if monetization distracted from the core experience, it could threaten credibility and retention.

> *"People are coming to us for more reliable answers than ad-free options like ChatGPT and Claude. But, if they just see a bunch of noisy ads, they aren't going to stick around—let alone convert."*

When traditional formats didn't deliver the right balance, Ken experimented with affiliate links. Although more subtle, they only applied to commercial searches and couldn't scale across Sup AI's diverse query mix.

Ken needed a monetization model built specifically for AI chat: user-friendly, fast, and adaptable to any query or conversation flow.

"Before Koah, I didn't think it was possible to monetize AI chat without compromising the experience. Their lightweight, contextual ads completely changed the game."

Solution

Intent-Based Inline Placements That Preserve UX and Boost Revenue

With Koah, Sup AI found a monetization partner designed specifically for AI experiences, that doesn't ask Sup AI to compromise on trust.

After guided onboarding and rapid SDK integration, Ken tapped into Koah's diverse advertiser network and began serving relevant, inline ads. To his surprise, engagement held steady, and Sup AI soon started generating meaningful revenue.

Ken attributes this success to Koah's ads being both "very lightweight on the page" and highly personalized to the input and output text of each query. If a user asks Sup AI for advice on how to fuel up for a marathon, Koah pairs the answer with an ad for endurance sports nutrition. The ad feels like a natural extension of the conversation.

In fact, Ken has heard from several free users who say they're happy to keep seeing ads if it means continued access to Sup AI's top-notch answers.

"Our Koah-powered ads are really resonating with users. Many people tell me they're the best possible kind of ads we could have put on our site."

After the success of the initial inline ads, Ken began working with the Koah team to test additional formats. When Ken requested the ability to insert multiple ads per page for longer queries, Koah promptly implemented the changes.

Between Koah's LLM-native ad formats and expert team, SupAI is primed to capitalize on this promising new marketing channel.

"Koah personalizes every ad to the query. The result is higher retention and far more clicks."

28% Fill Rate in Less Than 2 Weeks, With 99.99% Retention

Koah empowers Sup AI to transform monetization from a retention risk into a reliable revenue stream that offsets hefty inference costs. Now, users can access the platform's world-class answers for free—without compromising experience quality.

Outcomes:

- **28% fill rate**
- **99.99% user retention**

Ken is already building on the partnership. He's working with Koah to insert static ads into Sup AI's highly trafficked SEO articles and further monetize their user base. As answer engine marketing continues to take off, Ken is grateful to partner with one of its leading voices.

> *"The Koah team is so iterative and open to feedback. I can't wait to keep experimenting with them on new ad formats."*

K Koah

Native monetization for GenAI.

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