



SUCCESS STORY

How a Leading Gaming App
Developer Increased Revenue by
35% with Chocolate Ad Mediation

The Challenge

A mobile app, using technology to match people with tasks, allowing users to watch videos, trying products & services and in turn rewarding the users on successful completion of these micro-tasks and gigs. Made the app not just an interesting and innovative concept but a fun experience for users. The developers however were facing trouble answering the below:

- ◆ How to maximize revenues
- ◆ How to benefit from unsold ad inventory

The developers were looking to monetize the app by integrating ad formats which could improve their fill-rates, standing at 43%.

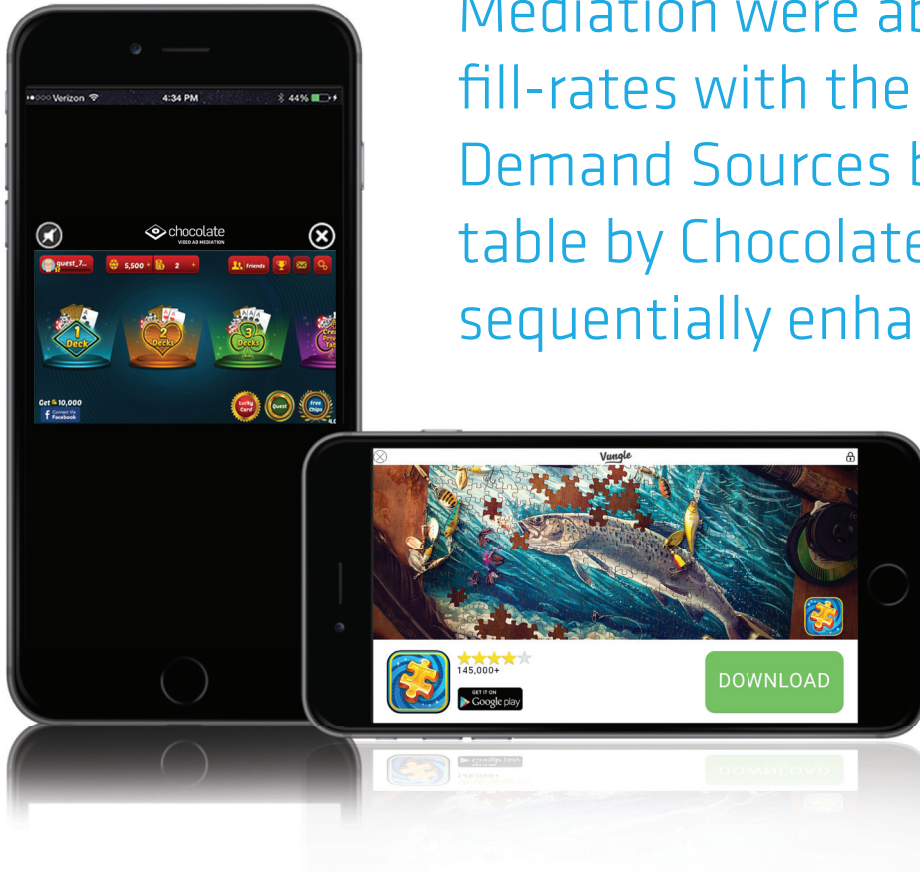
The Solution

The developers decided to try Ad Mediation services. Chocolate being the only online video advertising focused platform worked hand in glove with their ad strategy. To optimize user engagement, the developers decided to try the following ad formats:

Full-Screen Interstitial Ads: Could be integrated seamlessly in the App's interface and offered a smooth experience to players

Rewarded Video Ads: Users watch a video and earn cryptocurrency. The more they watch the more they earn, these earnings can be transferred to personal eWallets

The developers on trying Ad Mediation were able to increase fill-rates with the Premium Demand Sources brought to the table by Chocolate and sequentially enhance revenues.



The Results

35%

Revenue Increase

2X

Higher Fill Rates