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SUCCESS STORY

Card Game App Developer Witnesses
10X increase in eCPM with
Chocolate's Rewarded Video Ads

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The Challenge

The App Developers created a classic cards game which become an addiction during lunch breaks and family game nights. The leading game allows people anywhere in the world to play cards with their friends or against real people rather than bots. The App Developers wanted to boost their app revenue but maintaining an immaculate user experience, which was a definite priority. They were looking for a monetization partner who could help them build an advertising strategy where the app developers serve the right content at the right time & ensure high user engagement. Their Goals were 3 pronged:

◆ Boost eCPMs and grow ad revenues

◆ Generate revenue by offering high valued in-app content, i.e. rewarding in exchange of user-initiated ad

◆ Deliver non-obstructive advertisements which create a positive experience and increase engagement

The Solution

The App Developers collaborated with Chocolate Ad Mediation who helped in devising a strategy to boost advertising revenues by 20-40% through integrating the right ad units. Chocolate highlighted how Rewarded video ads could contribute towards a 30-40% increase in eCPMs vis-a-vis any other ad format. The App Developers understood how users could be engaged through rewards like unlocking high value VIP rooms, free bonus game Chips in exchange of watching a video ad. Chocolate helped them:

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• Customize by setting up country floors. The App Developers through such targeting controls, could easily allocate their app's inventory based on Geographic location. Spreading ad inventory to multiple ad networks based on traffic's GEO, maximized conversion efficiency

• Prioritize and choose the right ad network to get better returns. Through priority settings app developers could now pick the most relevant ad network based on the ad type & GEO. User's country distribution is an important factor in picking the right ad network as it prevents wastage of inventory & avoids poor fill rates, eCPM

• Test and find what works by trying different placements, frequencies, logics and caching to figure out the best option for the gamers and the app
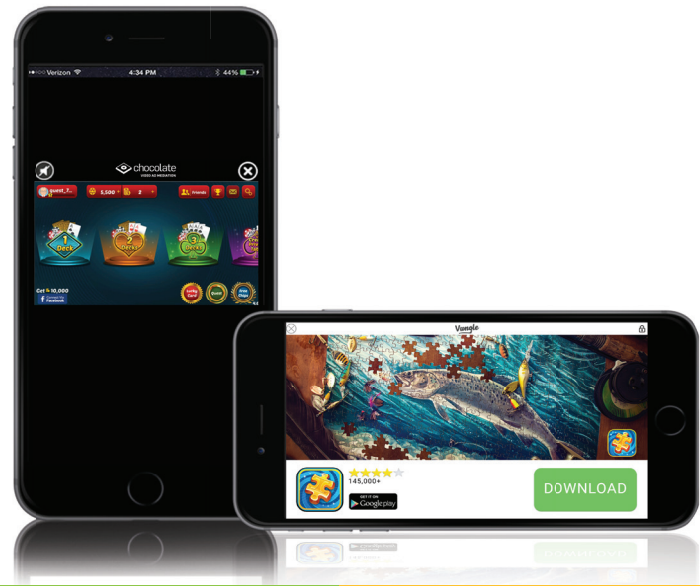
The Results

3X
Increase in overall eCPM

10X
Increase in eCPM for some countries