

SUCCESS STORY

Aeria Canada boosts revenue for The Survival Hunter Games 2 app with Chocolate Mediation SDK





About Survival Hunter

The Survival Hunter Games 2 app has been developed by Aeria Canada, a leading mobile game development company and publisher of free-to-play online games since 2013.

Aeria's portfolio includes hit games like Survival Hunter, American Block Sniper, Cops vs Robbers: Jailbreak and many more...!

The Challenge

Aeria Canada was looking for a mediation partner with a data-driven, strategic mindset to advise on optimal rewarded video ads implementation for successful game monetization. Their goal was to:

- ▶ Maximize rewarded video ads that deliver a positive non-disruptive experience for user engagement
- ▶ Increase fill rates to efficiently utilize ad inventory
- ▶ Partner with an innovative ad mediation platform to grow ad revenue



“Before integrating Chocolate SDK, our fill-rate was around 65%, and we felt that our premium inventory was under-utilized. Chocolate came with a promise of ensuring that we consistently receive high fill rates while keeping the user satisfaction intact. We are really pleased with the performance of their SDK so far and have seen significant improvements in fill rates and overall revenue.”

Aleksandar Kostoski

Product Owner-Game Designer at Aeria Canada

The Solution

The Chocolate Mediation platform brought in high-quality rewarded video demand from leading video ad networks. Powered by Universal Auction technology, Chocolate SDK ensured that The Survival Hunter Games 2 app received high eCPM.

In addition, Chocolate's Init() and Smart-Fetch technology ensured holistically optimised ad serving process to increase fill rates and considerably reduce latency. This significantly impacted the render rate and enabled higher delivery of ad impressions.

Chocolate's diligence in monitoring the impressions, eCPM and revenue on a regular basis, successfully implementing the highest performing ad unit.



The Results

The Survival Hunter Games 2 app experienced significant growth in fill-rates and revenue while the game's DAU remained steady. Thanks to Chocolate, Aeria Canada was able to reduce wasted ad inventory by avoiding low-performing ad units and introducing a format that increased the game's revenue and significantly drove fill-rates.

1.2X
Higher Fill Rates

15%
Revenue Increase

16%
Increase in eCPM
Across Top Geos