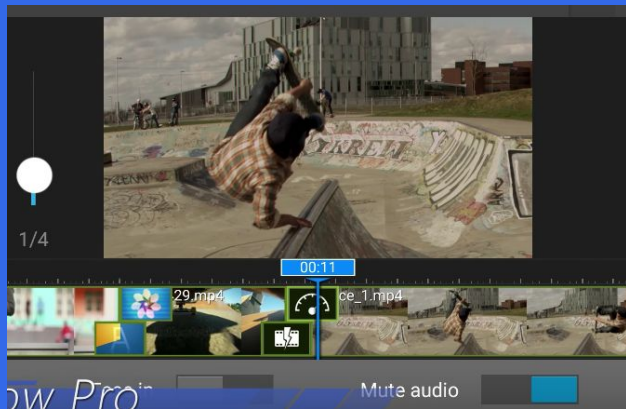




Success story – AdMob rewarded ads is not just for games!



With AdMob rewarded ads we not only maximized revenue by monetizing non-spending users, but also improved app engagement & retention.

The best thing is how easy it is to integrate and manage; you can earn more by doing less!

-- Vincent Lin, VP, CyberLink

Background

CyberLink Corp. is a multimedia software/apps company and a pioneer in video, photo and audio technologies.



Goal

To maximize app revenue and also improve user engagement at the same time.

Approach

Used AdMob rewarded ads and mediation platform to optimize fill rate and eCPM with minimal effort.

Results

Global eCPM **\$27-32**
US eCPM **> \$100**
Ads revenue **+40%**
Sessions **+16%**
Session length **+11%**

Rewarded Scenario

User is prompted to for an in-app-purchase, if a user rejects it, they are prompted by a rewarded video ad.

