

Success story – Higher user engagement and monetization!



“AdMob rewarded video ads helped us increase user engagement and monetisation for 'Indian Rummy' game. It has become a considerable part of the overall ad revenue. AdMob rewarded video mediation supports a larger list of networks, and makes it easy for us to manage them in a single place.”

-- Himanshu Devra, Product Manager at Octro

Background

Octro is a leading mobile game developer that first launched mobile games in the poker and rummy categories in India

Goal

To maximize total app monetization revenue via engaging rewarded ads with the best user experience

Approach

Used AdMob rewarded ads and other rewarded networks through AdMob mediation for both Android and iOS games

Results

Increased avg session length **+15%** from 7.8 to 9.2 mins
Ad revenue contribution **20%**

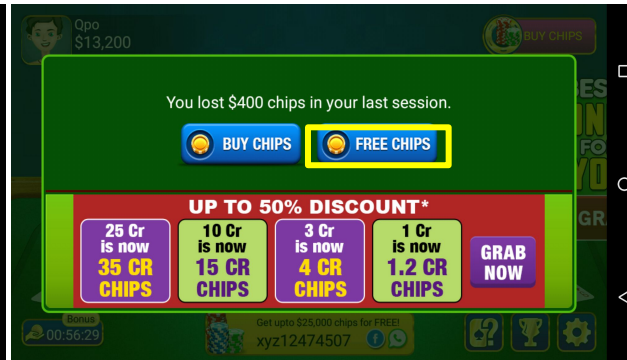
Indian Rummy - Rewarded ad scenario

Rewards : 2000 Chips

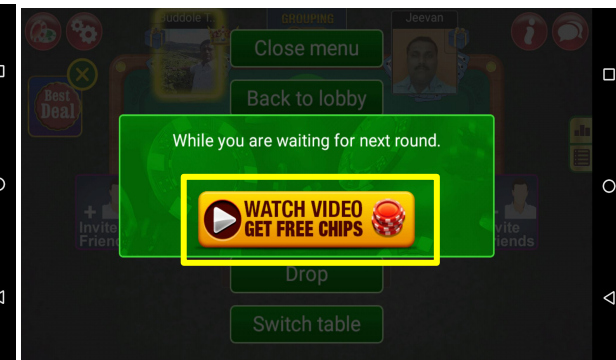
1. User clicks on 'Watch Video Get Free Chips' from Products Shop screen



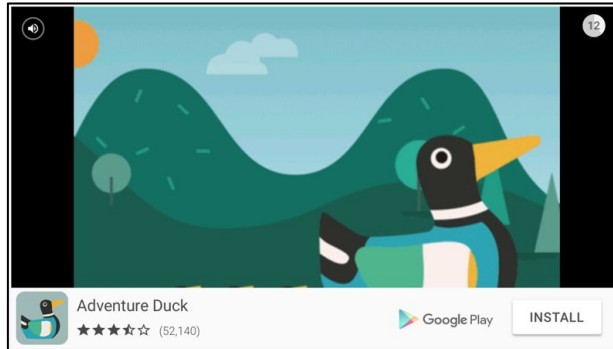
2. User can watch video on losing the game to get chips



3. User can watch video while waiting after having lost a round



4. User watches video



5. Confirmation pop up

