



# Success story – Increased monetization with AdMob rewarded ads



*“By implementing AdMob rewarded video alone, we have seen an increase in our ads revenue by 20%! In addition, AdMob mediation has helped us optimize our eCPMs on the fly, while removing the need to maintain complex logic.”*

*-- Leon Chien, Founder, Orangenose Studio*

## Background

Orangenose Studio is a dedicated team of casual game lovers, who happens to love to entertain the world at the same time.



## Goal

To monetize games through various ad formats, without cannibalizing the player’s gaming experience.

## Approach

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

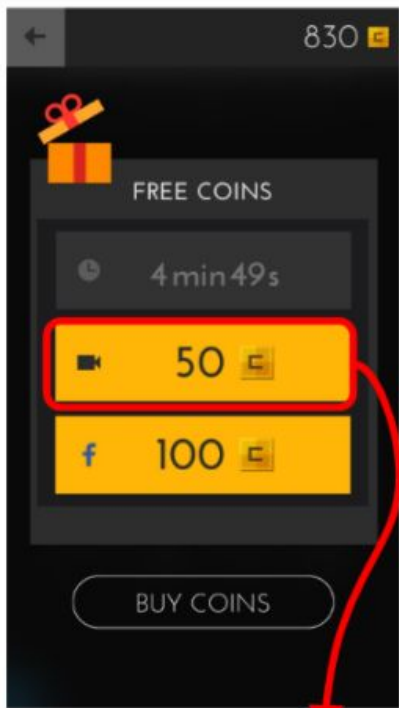
## Results

IAP Revenue **+10%**  
Ads Revenue **+20%**  
Maintained DAU

# Rewarded Scenario 1



1. Users click on "Free Coins"



2. Users select "Video Ads"

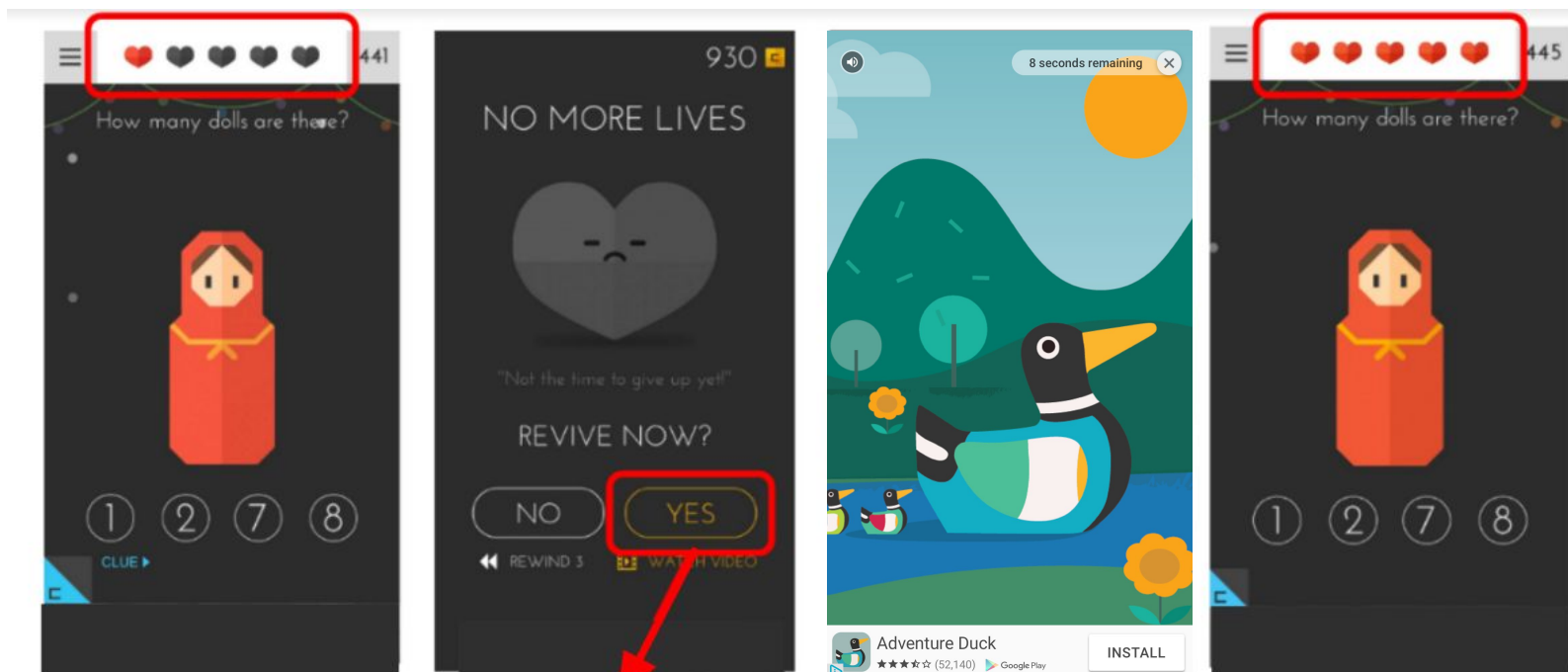


3. Show "Video Ads".



4. Gain coins after

# Rewarded Scenario 2



1. In Game, Users have no more lives.

2. A pop up to ask if users want to survive after watching "Video Ads".

3. Show "Video Ads".

4. All lives recover after watching a video.