

Success story – Increased fill rate and user spending with AdMob rewarded ads



“AdMob rewarded ads proved to be the best rewarded video mediation solution for us, both in terms of revenue and fill rate when used with selected partners. It is now a part of our standard monetization strategy.”

-- Marko Petkovic, founder of PeakSkel

Background

PeakSkel is a developer and publisher of mobile games and apps, based in Nis, Serbia.

Goal

To get maximum fill rate for rewarded videos and improve revenue.

Approach

Integrated AdMob rewarded video and other rewarded network through AdMob mediation.

Results

Revenue: **+24%**
Fill rate: **+32%**
IAP revenue: **+4.3%**

Emma the Cat - Rewarded ad Scenario



1- Go the the shop

2 - Watch video to earn 100 coins

