



Success story – Higher RPM and better UX!



“The user base of my games come from the developing countries where users are not familiar with premium payment method like credit card. So rewarded ads are a great way to exchange our virtual items with users. It creates a new main stream of revenue, resulting in creative opportunities to monetize games. AdMob rewarded ads help make our games more polished”

- Lam Ho, CEO of Senspark

Background

Senspark is a small indie game studio based in Ho Chi Minh City. It has been established for more than 5 years and have more than 20 millions game installs.



Goal

To maximize app revenue and 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

Impression RPM **+68.75%**
Total ad revenue **+50%**



Case 1: a. Free Lucky Wheel for first time per day



Case 1: b. Watch rewarded ad to spin next times

Senspark - Rewarded ad scenario

Rewards : extra spin in lucky wheel/in-game items/character
Control: Lucky wheel only once per day



Case 2: a. Watch ad to get game items in Shop



Case 2: b. Get free items after watching ads



Case 2: c. Use item in next level



Case 3: a. Watch ad to get character have to buy by InAppPurchase



Case 3: b. Get the character after watching ads



Case 3: c. Use in only one level