

## Fishing Joy tops the charts with +80 Million users and 4.5 Million DAU with help from AdMob



**PUNCH BOX™**

### At a Glance

- Chukong Co., Inc.
- <http://www.chukong-inc.com/>
- Beijing, China
- Mobile gaming developer

### Goals

- Successfully promote and monetize new app
- Make app more discoverable and boost downloads
- Expand into global markets
- Improve marketing efficiency
- Fuel continued company growth

### Approach

- Promote app with AdMob download campaigns
- Leverage AdMob technology to only show ads to customers that have not downloaded the app
- Use AdMob as both a direct revenue generator and a channel for promotion

### The world gets hooked on Fishing Joy

Fishing is a fun and highly competitive sport and no company knows this better than Chukong Co., Inc., the makers of the “Fishing Joy” mobile game—play it once, and you’re hooked! The game has attracted more than 80 million downloads and 4.5 million daily active users worldwide as of June 2012. The time spent by users each day exceeds 59.9 million minutes. Looking back at its journey to success, Fishing Joy marked its first milestones 112 days after its launch by attracting more than 10 million downloads and ranking as number one top free download in 33 countries and top grossing in 18 countries. Fishing Joy’s revenue skyrocketed up to ¥5 million in a span of less than 3 months immediately after its release in April. Its impressive market performance attracted local and overseas investors and subsequently the company received ¥100 million in foreign investment, making it one of the strongest financially backed mobile game developers in China.



### AdMob: the lightning rod

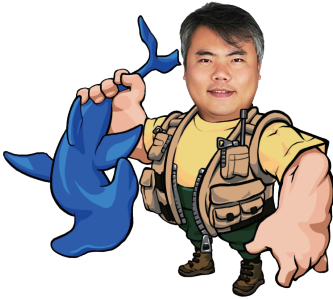
The success of the app isn’t just luck. From the start, Chen Haozhi, CEO of Chukong, landed on a strategy to drive app downloads and monetize the company’s creation. He was confident that the app would be popular, but he also recognized that with so many apps to choose from, he would need to find a way to make Fishing Joy stand out and be easily discoverable in the crowded app marketplace. When he heard about AdMob by Google for presenting in-game mobile ads, he saw that it would be an easy and powerful way to promote and earn income from Fishing Joy.

“Due to the increasing number of game developers and ‘knock-offs,’ the success of mobile phone games increasingly relies on marketing and promotion,” says Haozhi. “The key is in the selection and use of the right promotional channels. We chose to make a significant investment in AdMob.”

Several advantages cast Chukong toward AdMob. The first was the high traffic volumes; the second was the predictable, reasonable cost of downloads for each user. The company wanted to control expenses within a certain range, without random fluctuations, and ensure that costs would not escalate as soon as the company placed an ad. “Currently, only AdMob can assure developers that they will have predictable promotional costs,” Haozhi says. “Plus, AdMob provides excellent return on investment.”

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— Chen Haozhi, CEO, Chukong Co., Inc.

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### Google AdMob

AdMob has been helping app developers build app businesses since 2006. A leading mobile advertising network serving billions of ads daily, AdMob helps developers worldwide monetize and promote their mobile and tablet apps.

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### Results

- Attracted +80 million downloads and 4.5 million daily active users up-to-date
- Ranked as no. 1 free App Store download in 33 countries and no. 1 top grossing in 18 countries 112 days after release
- Grew staff from 30 to 200 (June 200)
- Earned ¥5 million in less than 3 months since release
- Received ¥100million in foreign financial backing
- Reduced promotional costs and increased efficiency with latest targeting features
- Acquired new users at minimal expense — from 10 to 50 cents

Right away, AdMob started delivering value. From May to September of 2011, Chukong invested 70% of its promotional budget in AdMob. The result: Fishing Joy became one of the best-selling iOS games worldwide, rivaling the phenomenally popular Angry Birds. When the company first started placing ads using AdMob, 30 employees were working in cramped, outdated office. Chukong now has 150 employees and far larger facilities.

### Finding the right lure

Initially, Chukong adopted a mixture of promotional methods, but, according to Haozhi, the other platforms did not produce significant returns on investment. After a short trial-and-error period, the company concentrated its efforts on AdMob.

As an innovator, Chukong is often among the first to try new AdMob functions. One example is the latest AdMob feature, which blocks advertisements from users who have already downloaded the Fishing Joy application and displays them only to those who have not, improving marketing efficiency and reducing promotional costs. Using this strategy, the company can rapidly acquire a significant number of new users around the world during launches. This, in turn, produces a rapid and significant cash flow. “Without a doubt, AdMob is the best choice for expanding our market,” says Haozhi. “And today, using AdMob, we can acquire new users for as little as 10 cents.”

### A great catch

Reliability and responsiveness are the most common refrains from the Fishing Joy team when asked about AdMob. Chukong Vice President Jia Yan is impressed with AdMob's customer service. At one point, several overseas accounts were inadvertently suspended during a night ad placement, and the company had to call Google's customer service late at night. “The representative immediately went online to solve the problem. It was like he was a member of our in-house team,” says Yan.

AdMob also assists Chukong in optimizing its account by changing methods or target areas for placement, based on available data and developments. “We've learned a lot about mobile online advertisement placement through working with AdMob,” says Haozhi. “The collaboration really gives us a competitive advantage.”

For Chukong, AdMob has helped overcome the challenges surrounding paid software promotion models in China. Haozhi estimates that AdMob can help developers generate eight to 10 times more revenue overseas, in comparison to what they can earn in the Chinese market.

AdMob can also generate multiple revenue streams. Once Chukong established its application through AdMob, not only did the company stand out of the crowded app marketplace with from AdMob directly, but its own application became widely popular and lucrative using AdMob. AdMob's high user attraction factor and returns are enough reason for Chukong to support sustained ad placements. In 2012, Chukong expects to invest more than \$1 million (US) in AdMob to continue to reel in more customers and continue spreading the fun with players worldwide.

