











free apps.

Trust in Google and its policies, global reach, a 99.09% fill rate, impressions (eCPM) value, all contributed to Kunal Verma's decision to use AdMob to generate revenues from his

# GAME DEVELOPER TRANSFORMS HOBBY INTO WELL-PAYING, FULL-TIME APP **DEVELOPMENT JOB WITH GOOGLE ADMOB**

# From pastime to profession

Kunal Verma of XigXag Interactive developed his first Android app from his dorm room just for fun when he was studying information technology (IT) in college. At the time, he had little idea that two years later, his hobby would blossom into a full-time job as an app developer making three times more income from in-app advertising—61% coming from Google AdMob—than he would earn from working at a full-time IT job in India.

Through his company XigXag, he has now has created 13 innovative, free apps, and the seven most popular are available on Google Play. Altogether, Verma has had 1.5 million downloads, with most users in the United States and Japan.

# AdMob makes monetization easy

Trust in Google and its policies, global reach, a 99.09% fill rate, 2.4% clickthrough rates, and a reliable cost per thousand impressions (eCPM) value, all contributed to Verma's decision to use AdMob to generate revenues from his free apps. Verma likes the fact that he can limit ads to age-appropriate content only, an important factor because his most popular games are for kids. He also appreciates the unobtrusive ad formats.

"With AdMob, the banner ads don't disturb the user experience," he says. "The ad quality is great, too, and it is easy to use <u>Smart Banners</u> to optimize ads to look proper on both smartphones and tablets, so I can broaden my audience to those using various types of devices."

# Entertainment and learning for babies and kids

Among Verma's most popular apps is Kids Musical Toys Set, designed to soothe crying babies. The game features six different animated musical toys (tambourine, maracas, hand bell, castanet, squeak, and rattle) and 60 popular songs for kids, such as "Twinkle, Twinkle, Little Star" and "Oh! Susanna." When a baby starts crying, the parent can shake the phone. In turn, the toys shake along with the rhythm.

Another of Verma's apps, designed for young children and rated 4.5 stars on Google Play, is Kids Animal Toys. The game features seven large, animated animal stuffed toys. When a preschooler shakes either a tablet or smartphone or clicks on a toy, the app reacts with the sound the real animal makes. There are also multiple backgrounds and 60 musical sounds to keep kids entertained in a fun and educational way. Verma continuously receives positive comments on his animations. They are large and fun, making the games easier to see and understand for small children and babies.

# 3x more income than a "day job" would offer

For XigXag Interactive, a one-person endeavor for the time being, the future is clear. Verma plans to remain an independent game developer for Android devices and publish his apps on Google Play, with the majority of his income coming from

# Case Study | XigXag



# What they wanted to do:

- · Become full-time app developer
- · Generate income while keeping apps free
- Ensure enjoyable user experience
- Funnel time into app development versus worrying about monetization

### What they did:

- Created popular animated games for babies and kids
- Overall, generated 14 varied apps
- Chose AdMob for in-app ads
- Covered global market with AdMob ads

#### What they accomplished:

- Earned three times more than full-time IT job
- Garnered 1.5 million downloads
- · Kept ads 100% free
- Ensured minimally invasive user experience for ads
- Achieved global reach
- Garnered 99.09% fill rate and steady, affordable eCPM

AdMob. "Why would I do anything else, when I can have fun and make three times more through in-app advertising than I would make as a full-time IT professional here in India?" says Verma. "AdMob provides a consistent, predictable revenue stream that lets me focus on creating more cool apps, versus worrying about how I'm going to make money."

