cheetahmobile

Success story – **Better eCPM, Better Engagement**

"AdMob Rewarded Video showed excellent performance among all networks on fill rate and eCPM in our main marketplaces. With rewarded video ads implemented in suitable scenarios in our Games apps, we even see better user engagements. "

-- Chen Yong , SVP of Cheetah Mobile

Background
BADLAND2 is a multi-award-winning adventure game published by Cheetah Mobile. Google Play "Best of 2016" game.
Google

Goal
Monetize games without interrupting or compromising user's gaming experience.

Approach
Used AdMob rewarded video ads and other rewarded local networks to monetize the game.
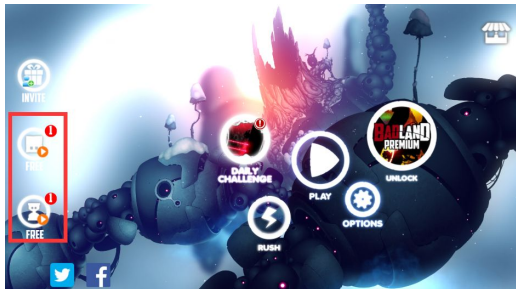
Results
eCPM: **+40%**
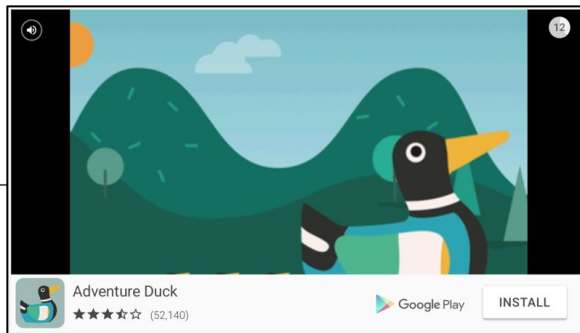Fill rate in US: **93%+**
Monthly User Retention: **+3%**

Badland2 - Rewarded ad scenario

Rewards : Booster skill, Free super dash
Control: Check-in is daily, super dash can be acquired every 5 plays at checkpoint

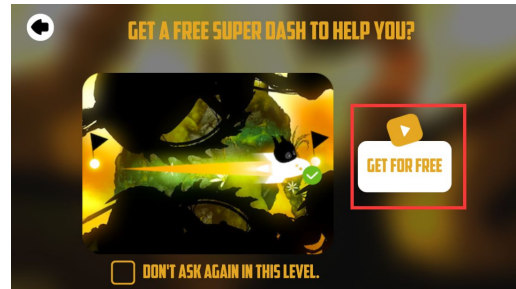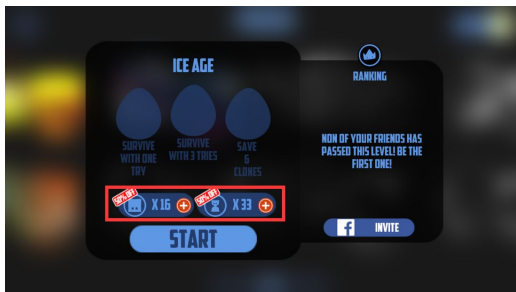Case 1. Click "Check-in" icon on the left

Case 2: Game over at the same checkpoint for 5 times, a popup appears, Press "GET FOR FREE

Video plays

Video plays

Case 1: User gets a free booster

Case 2: User gets a free super dash

Google