# Success story – **AdMob Rewarded Ads Increase User Spending**

Title : *Game of Dice*



*"Implementing AdMob rewarded ads helped us not just monetizing non-spending users but increasing overall revenue of the game, including IAP revenue. Also, admob mediation made it easy to compare our ad performance across ad networks."*

*-- Somin Oh, Ad Monetization Manager, JOYCITY*

### Background

JOYCITY is a mobile first developer of games and entertainment for iOS and Android

### Goal

To monetize non-spending users in the IAP-heavy game without cannibalizing IAP revenue

### Approach

Used AdMob rewarded ads and other rewarded networks through AdMob mediation

### Results

IAP revenue increased **+10%**
Ad revenue contribution **2%**
Maintained DAU / PU

Google

# *Game of Dice* - Rewarded ad scenario

## 1. User clicks on 'Shop' menu



*'Shop' menu*

## 2. User choose '*Skill card gatcha*' or '*Character gatcha*' menu



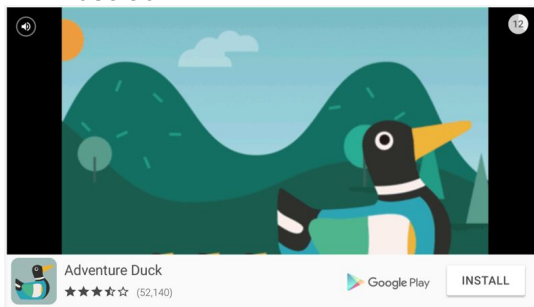Free Gatcha Button
(Reward ad menu)

*Character Gatcha*    *Skill Gatcha*

## 3. Confirmation pop up
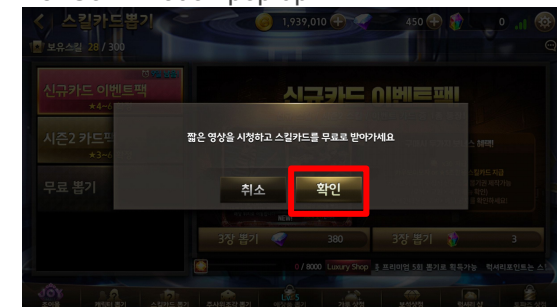


## 4. Video ad



## 5. User acquires new skill card for free