

MINICLIP

Miniclip Doubles CPMs through the Playable Ads Format

Challenge

Miniclip SA, a global leader in highly engaging mobile games, is always striving to balance revenue goals with the user experience.

With a broad portfolio of casual games, Miniclip is constantly optimizing their in-app advertising solution. As they test new formats, they want to not only understand how they can drive revenue, but also ensure that their strategy will not negatively impact users in their games. Within one of their top performing mobile apps Agar.io, they've seen great success running fullscreen ads via the MoPub Marketplace. They wanted to make certain that they were able to continuously grow revenue month over month, while assuring their user base was happy as well.

Results



Increased revenue



Higher CPMs driven with the playable advertising format



Diversified ad strategy while preserving the user experience

About Miniclip

- Headquarters in Switzerland
- iOS and Android Apps as well as several large web properties
- Global user base
- Cross-platform games with over 850 million mobile downloads
- 200m monthly active users
- Top apps include: 8 ball Pool, Soccer Stars, Rail Rush, [agar.io](#)
- Agar.io recently won 'Best Multiplayer Game' at IMGAs

Goals

- Create engaging and fun casual gaming experiences with a diverse mix of in-app purchase & advertising formats to drive revenue
- Balancing revenue goals with the over all user experience

Solutions

In order to drive revenue, Miniclip enabled playable ads on Agar.io's interstitial inventory within MoPub. Playable ads blend popular, engaging mobile game mechanics with a brand's core messaging. Built specifically for mobile, these ads offer an interactive and tactile experience for consumers. While generating a lower clickthrough rate (CTR) than static ad units, engagement with the ad typically drives stronger performance for the advertiser. As a result, advertisers are willing to pay a premium for this format.

By enabling playable ads within MoPub Marketplace, Miniclip saw strong lift in their CPMs and revenue that continued to grow month over month. They were also able to preserve the unique game play of Agar.io. Additionally, Miniclip was able to open up a brand new revenue channel with playable ads, tapping into the growing number of Demand Side Platforms buying playable inventory on MoPub Marketplace.

Key results

Since introducing playable ads, Miniclip has seen a significant increase in revenue from this format. During the first quarter of 2016, revenue from playable ads increased from 28% in February to 41% March. In addition, the overall CPM Miniclip saw for playables was 2.1x greater than that of non-playables.

Through running playable ads within their fullscreen inventory, Miniclip was able to improve CPM and revenue while providing users with a diverse in-app advertising experience. The MoPub Marketplace helped Miniclip tap into a brand new revenue channel through competitive Demand Side Platforms buying on the playable ad format. Playable ads continue to be integral part of the advertising strategy for Agar.io particularly as there is further adoptions from advertisers. Miniclip runs playable ads across all of their applications within MoPub and sees success across their entire portfolio.

“Running playables via the MoPub Marketplace increased CPMs by 2x across our interstitial inventory within Agar.io. This format accounts for a growing portion of the revenue we’re able to generate across our apps, and was especially important to us during the quieter first half of the year.”

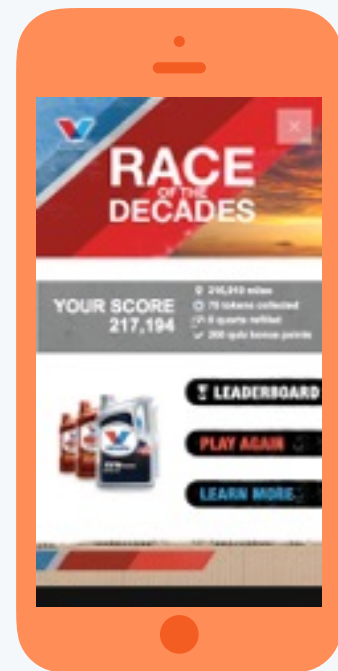
- Pieter Kooyman, Director of Advertising



User is prompted to interact with an app or brand



User plays the game within the ad



The user is then able to download the app or click through to brand's landing page

MoPub, a Twitter company, is the trusted, mobile-first monetization platform that powers a high-growth revenue strategy for mobile app publishers. MoPub's platform ensures publishers earn more revenue by combining powerful ad serving, flexible network mediation controls, rich ad formats, and access to the one of the largest sources of advertiser demand, MoPub Marketplace. MoPub Marketplace provides mobile publishers with unparalleled programmatic revenue and highly relevant ads by enabling buyers such as demand side platforms to reach a high quality audience on mobile apps through a powerful interface, strict supply quality measures, and a transparent bidding experience. MoPub's world class service and years of proven expertise benefit both publishers and DSPs with insights to grow their businesses and adapt to their changing needs.

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