

## Case study



## Halfbrick selected MoPub to grow their advertising business. Monthly ad revenue grew from \$98k to \$227k by partnering with MoPub.

### Challenge

Monetizing the quantity of ad impressions created by a top hit in the App Store presents a unique set of challenges. Halfbrick delivered a massive hit with Fruit Ninja in 2011. As the audience continued to grow, the company realized that ad revenue and campaign quality were not scaling in parallel. Halfbrick needed to take control of their advertising business with the objective of increasing access to premium, high paying advertisements.

As Halfbrick built a team to manage their advertising business, their previous advertising solution did not have the sophistication needed to execute these goals. Halfbrick required greater flexibility in managing ad network relationships, the ability to geotarget network partners, and increased access to inventory when cross-promoting new titles.

The success metric for a platform change was a significant increase in ad revenue.

## Results



Monthly ad revenue grew from \$98k to \$227k by partnering with MoPub

### About Halfbrick

- Headquarters in Brisbane, Australia
- Top 10 Action - iOS
- Top 25 Games - Android
- Top 25 Games - iOS
- Top 100 Overall - iOS

### Goals

- Make advertising a more substantial contributor to the bottom line
- Improve ad quality by building direct relationships with networks to access premium brand campaigns
- Maximize the value of each impression

### Solution

- Integrated MoPub platform to manage network and cross promotional campaigns
- Used advanced targeting to improve effectiveness of network inventory
- Hired a full-time Advertising Manager

### Solutions

MoPub provided advanced features and hands-on support that allowed Halfbrick to create a sophisticated advertising strategy:

- Create direct relationships with ad networks that increased participation in premium campaigns
- Per-country ad network waterfalls that raised CPMs across the global user base
- Regional ad network support with Custom Events, enabling new partner tests
- Active participation in Marketplace
- Granular targeting with conversion tracking to efficiently utilize ad inventory for cross promotion

**“My account management team has been critical to our success on the MoPub platform. They’ve been extremely responsive and efficient when troubleshooting ad creative issues.”**

- Andrea Ottolina, Ap Developer, Pixelinlove

## Key results

Monthly ad revenue grew from \$98k to \$227k by partnering with MoPub.

Marketplace, MoPub’s real time bidding exchange, became one of the top 3 revenue sources for Halfbrick and complemented Halfbrick’s network partnerships. The combination of brand value from a top app, ad unit performance, and openness to a wide variety of advertisers makes this inventory thrive in the exchange.

Increasing flexibility and control over their revenue sources allowed Halfbrick to maximize the value of their top property. Halfbrick plans to move their entire app portfolio onto MoPub over the next quarter.

# \$129K

Monthly ad revenue growth



Example of 480x320 interstitial on Fruit Ninja Free



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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