

Case study



UBISOFT[®]

Ubisoft doubles user LTVs across several apps using MoPub's rewarded video solution

Challenge

Ubisoft, a leading creator and distributor of interactive mobile games on iOS and Android, chose MoPub as the core monetization solution for their portfolio of chart-topping apps.

As a publisher of everything from casual to hardcore games, Ubisoft needed to incorporate an ad format that would balance their ad revenue goals with the highly varied user experiences of each of their games. They'd seen great success with fullscreen video ads, but specifically wanted to provide users with an additional incentive to engage with ads without disrupting the game flow. As a global brand, they sought a solution that would enable them to maximize their revenue and allow them to maintain their partnerships with dozens of ad networks. Ubisoft also sought a single, consolidated platform with flexible controls that would enable them to manage all ad formats, including existing fullscreen display and video ads.

Results

685

Million
Ad requests



Maintained revenue from display and interstitial video ads

19

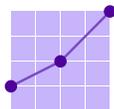
ads units incorporating rewards video



Increase in user engagement of apps



Diversified sources of ad revenue



Doubled user LTV

About Ubisoft

- Headquartered in Paris, France
- iOS and Android apps
- Global user base
- Top Apps include: Rayman Adventures, Horse Haven World Adventures, Smurf Epic Run, Driver: Speedboat Paradise, Carebears: Belly Match

Goals

- Balance revenue goals with user experience of a variety of games
- Improve the lifetime value (LTV) of users
- Use a single platform to manage all ad formats including fullscreen display, interstitial video, and rewarded video ads

Solution

To achieve these goals, Ubisoft turned to rewarded video ads. Rewarded video ads are video ads that give users the choice to engage with the ad in return for an in-app reward, such as virtual goods or virtual currency. Using MoPub's publisher platform, Ubisoft continued to monetize nearly two dozen of their apps with their existing fullscreen display and video ads, and also began testing rewarded video ads from a handful of rewarded video ad networks.

Ubisoft quickly found that rewarded video ads provide game players with a clear value exchange and an even stronger reason to stay engaged in the app for longer. In addition to the smoother user experience, they observed that rewarded videos helped level the playing field for non-paying users by allowing them to compete more easily with paying users, improving the overall game dynamics. The additional rewards that users received also helped drive the virtual goods economy within games where users are trading or contributing their goods to an overall ecosystem. Ubisoft also used rewarded video ads as a way to introduce in-app purchases to users who had never purchased virtual currencies in their apps before.

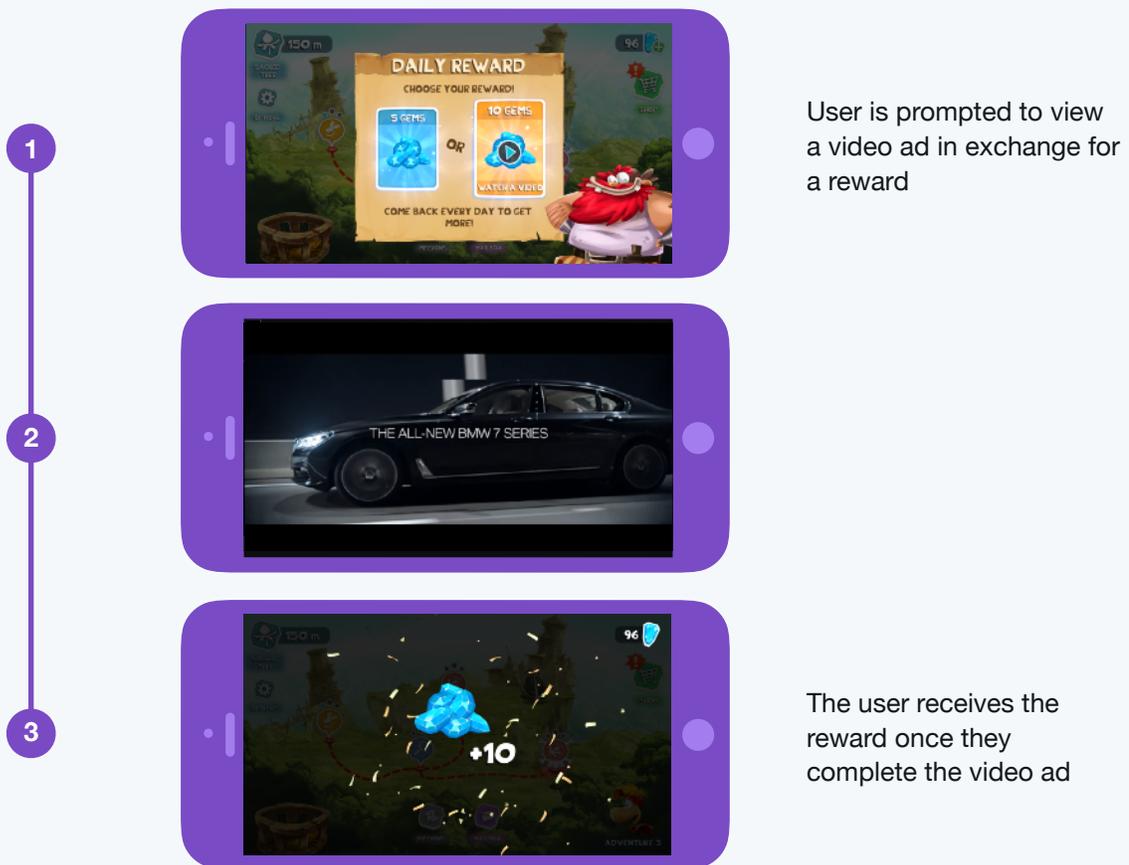
“Rewarded video ads have doubled the average LTV of our users in some cases and improved the reciprocity of what we offer users in-app. We just wanted one platform to manage all our ads and I can trust MoPub to manage all our rewarded ad networks — and more importantly, offer us longer term ways to increase revenue.”

- Baptiste Chardon, Monetisation Manager

Key Results

Rewarded video ads helped Ubisoft double the lifetime value (LTV) of users in several titles. They have also observed increases in user engagement and time spent in these apps due to rewarded video. In December 2015 and January 2016 alone, MoPub served a total of 687 million ad requests for rewarded video ads across Ubisoft’s app portfolio.

MoPub’s mediation capabilities enabled Ubisoft to gather valuable data on rewarded video revenue and user metrics, while simultaneously running regular full screen video ads before incorporating this new format more broadly. Ubisoft now has rewarded video ads running in 19 of their apps on MoPub and plans to increase the share of rewarded video inventory available to buyers, in addition to bringing on more demand sources like MoPub Marketplace and other ad networks to help drive eCPM competition and improve fill rates.



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.