Uken Games sees multifaceted success with MoPub’s platform

- **Performance**
- **Client Service**
- **Innovation**

Recognized for popular gaming apps *Who Wants to Be a Millionaire* and *Jeopardy! World Tour*, Toronto-based mobile publisher Uken Games engages millions of players around the world. In-app purchases (IAP) comprise a significant portion of their monetization strategy, but when it comes to ad formats, Uken Games primarily utilizes rewarded video and interstitial ads to balance revenue stream alongside the engaging gaming experience that makes their apps universally appealing.

*Released May 2017 in partnership with Sony*

**Challenges**

Uken Games sought to:

- Add more competition to their ad stack with flexibility and ease, all while unlocking new sources of real-time demand.
- Minimize the amount of development work required for platform integration with best in class customer support.
- Find a platform that was at the forefront of the industry in terms of innovative solutions, and allowed them the flexibility and control to quickly test different ideas.

**Results**

In order to solve for these challenges, Uken Games switched from their previous monetization platform to MoPub and saw success in three particular areas: performance, client support, and innovation.

“MoPub provides the most flexibility over our waterfall of any mediation platform we’ve used to date. This control over our setup and waterfall operations has allowed us to drive additional sophistication and has resulted in incremental revenue. Over the course of our partnership, we’ve continued to be impressed by the speed and transparency that our client services team has provided us.”

— Conrad McGee-Stocks, Growth Lead, Uken Games

**Performance**

When Uken made the switch to MoPub, they were able to more effectively optimize their ad stack. This resulted in increased performance, including:

- Uken saw an average increase of **6% per month for average revenue per daily active user (ARPDAU)** since integration with MoPub (Q3 2018 to Q2 2019, *Who Wants to Be a Millionaire*).
- Uken also saw a **10% increase in fill rate for rewarded video** (Q3 2018 to Q2 2019, *Who Wants to Be a Millionaire*).
- **Year-over-year ad ARPDAU increased approximately 50%** compared to October 2017 (*Jeopardy!*).

**Client Service**

Uken’s switch to MoPub also provided the benefit of excellent account management support. Of particular impact:

- **Integration and troubleshooting support** from MoPub’s client service and technical teams.
- **Optimizations and recommendations** from MoPub’s industry-leading analytics experts.

**Innovation**

Working with MoPub gave Uken Games access to innovative products and solutions, including:

- Access to participate in **open beta testing for MoPub’s Advanced Bidding solution**, which is at the forefront of the market in the in-app bidding space.
- Access to **MoPub’s impression-level revenue data solution**, which enables full-platform publishers to leverage data to better understand true ads lifetime value (LTV) of users.
- The ability to quickly unlock additional demand in real time via **MoPub Marketplace**, which provides immediate access to more than 180 demand sources, increases competition across publishers’ ad stacks which drives more revenue, is easy to enable, and allows for incremental value.
- **MoPub’s Auto CPM feature**, which saved Uken Games time when managing day to day operations.

“MoPub provides the most flexibility over our waterfall of any mediation platform we’ve used to date. This control over our setup and waterfall operations has allowed us to drive additional sophistication and has resulted in incremental revenue. Over the course of our partnership, we’ve continued to be impressed by the speed and transparency that our client services team has provided us.”

— Conrad McGee-Stocks, Growth Lead, Uken Games

© 2019 MoPub, Inc. TWITTER, MOPUB and the Bird logo are trademarks of Twitter, Inc. or its affiliates. All third party logos and trademarks included are the property of their respective owners. This data is provided “AS IS” and for information purposes only, and while efforts are made to ensure accuracy, errors may arise.