



Save My Pet, ViMAP's gaming app increases its eCPMs by 400% within a week

BUSINESS CHALLENGE

Vimap, a leading mobile app developer was seeking substantial boost in eCPMs for its gaming app Save My Pet, which has 100,000 - 500,000 installs in the Google Play store, while ensuring that the user experience doesn't take a hit. Vimap also wanted to have analytic insights on user behaviors in order to drive more downloads.

SOLUTION

We analyzed ViMAP's app and applied our acumen to figure out the optimal monetization technique for this app and zeroed-in on our Ads 'N'velope SDK, which was already fetching phenomenal eCPMs for a lot of other similar apps. With Ads 'N'velope, Save My Pet could instantly get integrated with Adiquity without any development efforts and begin displaying full screen launch / exit ads. The ads in Ads 'N'velope are user engaging enhancing the user experience leading to continued usage of the app and thus increased revenues.

Additionally, with the new Google Analytics integration it was possible to delve deeper into the user's engagement with the app. ViMAP could get access to info on user location, user loyalty, in-app events etc. They could observe the user flows between screens and take appropriate actions.



RESULTS

Within the first week, Save My Pet witnessed a 400% increase in eCPMs.

Based on Ads 'N'velope's analytical insights ViMAP were able to implement actionable ideas that drove more downloads.

About Ads 'N'velope

Ads 'N'velope is an easy and instant solution to add launch and exit ad slots to Android apps without any need for coding. App developers can get the best yield for their inventory and maximize eCPM by serving interstitial, rich media and video ads on app launch and exit. It is also supported by Adiquity's RTB exchange and our 100+ ad sources to monetize apps to its full potential.

About ViMAP

ViMAP is a leading mobile apps developer from India with over 50 multi-platform apps in various app stores having millions of users across the globe. ViMAP Services is a leading edge technology and IT consulting firm focused on delivering the best and cost-effective solutions to its clients in Wireless Mobile Solutions, Telecommunication, E-Finance, E-Business, Data Networking, Medical & Health Care, and Education.

About AdIQuity

AdIQuity is a leading global mobile ads platform which enables mobile app developers and publishers to earn high revenue from their mobile inventory. It also helps ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.