



Halfbrick

Brisbane, Australia

- Top 10 Action - iOS
 - Top 25 Games - Android
 - Top 25 Games - iOS
 - Top 100 Overall - iOS
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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

Results

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

Challenges

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.

Solution

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



Halfbrick

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.

“Marketplace just went bananas for us in March. It was awesome.”

- Jared Oats, Advertising Manager, Halfbrick



Example of 480x320 interstitial on Fruit Ninja Free



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MoPub is the world's leading ad server for smartphone application publishers, designed to drive more ad revenue through a single solution. We offer the first comprehensive monetization platform for mobile app publishers that combines real-time bidding, ad serving, cross-promotional capabilities and ad network mediation into one, easy-to-use platform. As a pioneer in real-time bidding for mobile, we built the first transparent market that enables advertisers and other demand side buyers to access billions of ad impressions with hyper-targeted data from app publishers. On MoPub Marketplace, publishers get complete control over their inventory and transparency into their ad revenue.