



Google AdMob, an indispensable partner for Bravolol



About Bravolol

- bravolol.com
- Hong Kong, China
- Language-learning apps for smartphones

Goals

- Ensure predictable advertising income
- Reduce time needed for ad management
- Free up time for product improvements

Approach

- Interstitial ads in all apps to boost CPC/CPM
- AdMob Mediation/DoubleClick for Publishers to maximize ad inventory performance

Results

- AdMob CPC/CPM increased
- Steady income means apps can stay free
- Efficient ad management frees up more time to focus on product development

About AdMob

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. AdMob helps developers grow successful app businesses with rich ad formats, including interstitials – HTML5 experiences delivered in-app at natural transition points in the user experience.

For more information, go to:

<http://www.google.com.hk/ads/admob/>

About DoubleClick for Publishers

DoubleClick for Publishers (DFP) Small Business is a free ad management solution that helps growing publishers sell, schedule, deliver, and measure all of their digital ad inventory.

With a simple interface, rich feature set, built-in revenue optimization, and Google powered ad delivery, you'll be quickly on your way to maximizing the value of your ad impressions. For more information, visit

<http://www.google.com.hk/doubleclick/publishers/small-business/>

Founded by Hong Kong mobile app developers Winson Siu and Terry Chu in 2011, Bravolol aims to make learning foreign languages fun and easy, via its smartphone apps.

Bravolol currently offers multilingual dictionary and phrasebook functions for languages including English, Spanish, German, French, Italian, Japanese and Korean. A unique and appealing feature is the animated parrot character, who can even speak phrases aloud to help break language barriers in real-world situations. Bravolol's apps have been available free of charge since they were launched, and have already been downloaded by over 30 million users across 200 countries.

As the apps are free, the company relies on in-app advertising to generate revenue. The ads are served by Google AdMob, one of the world's leading mobile advertising platforms. According to Winson, there were three main reasons for choosing AdMob. Firstly, AdMob offers **high fill rates globally**, ensuring ads are served for users around the world. Secondly, **AdMob Mediation** enables ad serving from multiple networks to maximize revenue. Thirdly, AdMob also has **deep integration with the DoubleClick for Publishers (DFP)** ad management solution which allows more efficient management of ad inventory.

"We can rely on AdMob to serve our ads for maximum revenue, while we focus our efforts on making the product as good as it can possibly be."

— Winson Siu, co-founder, Bravolol

When Bravolol adopted this solution in 2012, the company saw an immediate rise in revenue. But it was in 2013, with the introduction of **interstitial ads** (full page ads), that Bravolol achieved a quantum leap: **12 months after introducing interstitial ads, its cost per thousand impressions (CPM) had increased tenfold.**

In addition to revenue performance, Winson is very impressed with the user-friendly platform. **"Comprehensive support is built into AdMob,"** he says, "so once you've set up the ads, you basically don't need to make any further modifications."

Overall, AdMob has revolutionized Bravolol's prospects. "Combining our large user base with AdMob's monetization power means we can now be confident about our future revenues," says Winson. As a result, the company feels comfortable with investing to expand and enhance its language app offering. **"AdMob has become an indispensable partner,** and I'd recommend it without hesitation to any aspiring app developer," he concludes.