

## DIGITALCHEMY TALLIES REVENUE FROM CALCULATOR APPS WITH GOOGLE ADMOB.



### AT A GLANCE

#### Company Info:

- Digitalchemy LLC
- [www.digitalchemy.us](http://www.digitalchemy.us)

#### Goals:

- Earn substantial, consistent income
- Build a successful and growing app development business
- Reach users around the world
- Monetize through a host of mobile ad networks
- Rely on intuitive reporting to improve ad campaign success

#### Approach:

- Created elegant calculator apps
- Achieved a total of 13 million downloads across apps to date
- Used Google AdMob to monetize apps

#### Results:

- Built successful, growing app development business
- Grew global following
- Capitalized by tapping into multiple ad networks
- Used Google Analytics to drive smarter mobile advertising strategies

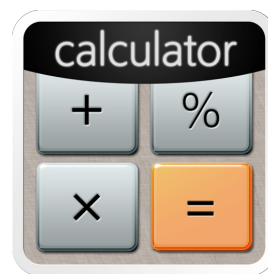
### Reinventing the calculator

Aidan Hughes and Micah Koffron had day jobs at a large software development company, but they had a passion for mobile technology and apps, so they decided to go out and found their own startup. Aidan and Micah took the plunge, using money from their retirement accounts to fund a new app development business, Digitalchemy.

Although their first couple of apps went nowhere, they persevered. Then something simple inspired Aidan to go in a different direction. He was helping his 10-year-old daughter do her math homework when it dawned on him—the world needed an intuitive, elegant calculator app. Together, he and Micah re-imagined the calculator, making artful, playful apps with big, easily readable screens.

### The world's most popular calculator app

Digitalchemy now offers a series of calculator apps that solve everyday problems and improve daily life. The company's apps include Calculator Plus, the calculator downloaded by 10 million users around the world. Named one of the "25 Essential Apps" by USA Today, it has received more than 80,000 5-star reviews. The company's app portfolio also includes Fraction Calculator Plus, the #1 calculator for fractions, used by students, quilt makers, teachers, chefs, and woodworkers, and Artful Calculator, a beautiful calculator app for tablets that features a background from a new artist every day.



Having landed on a simple, highly successful app development strategy of creating calculators for use around the world, Digitalchemy began looking for a way to make money on them across both iOS and Android devices. Aidan and Micah chose Google AdMob as their chief mobile advertising platform.

"We chose AdMob because it was easy for us to get started marketing on multiple platforms, and we trust Google technology," says Aidan, CEO of Digitalchemy. "Also, we were impressed with the global coverage, quality, and performance of AdMob."

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### ABOUT ADMOB

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AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

[google.com/admob](http://google.com/admob)

### Mediation adds to the bottom line

Payments from Google started arriving right away, and they have since consistently arrived on time. AdMob constitutes about a quarter of Digitalchemy's revenue, which has increased dramatically since Aidan and Micah began using AdMob mediation to traffic ads from multiple mobile ad networks.

AdMob mediation offers dynamic bidding and direct integration with other ad networks, allowing automatic CPM updates. Digitalchemy does not have to manually adjust bidding floors, saving time and effort.

"We've seen a 30% to 40% bump in revenue since we started using mediation in AdMob," says Micah, head of engineering for Digitalchemy. "AdMob offers a simple way to work with multiple ad partners to maximize fill rates and revenue. The way AdMob automatically optimizes across multiple ad networks is fantastic."

The team stays focused using Google Analytics in the AdMob platform, which helps them see who's using the apps, where they are from, and how long they are using them. Aidan and Micah also look at form factor data to help them determine whether to focus their development on tablets or phones. They also examine loyalty and recency data for business projections that help them make smarter funding and app investments.

### Transforming a hobby into a business

Since adopting AdMob, calculator apps have become a full-time job—and not just for Aidan and Micah. A staff of seven at Digitalchemy is now dedicated to providing ever-richer calculator apps to the world.

"AdMob has helped us transform our passion for apps into a growing business, rather than just a hobby," says Aidan. "We couldn't do this full-time without the consistent income AdMob provides."