

## Mindware increases CPM by 600% with AdMob native ads



*"The experience with AdMob native ads has been very positive. Native ads look better and helps improve user experience. Customizing the ads on Native Ads Express is very easy and the support from my AdMob account manager was first rate."*

*- Jack Cole, President, Mindware Consulting*

**Jack Cole**, president of Mindware Consulting, Inc. is not your typical software developer. As a clinical psychologist, he hopes the game will provide cognitive benefits to its players and plans future research to study whether cognitive benefits result from playing the games. With over thirty games, **Mind Games** is now a wildly popular puzzle-based app. The cognitive games are also used in commercial cognitive research utilizing a specialized research edition.

The collection of games help users practice a variety of mental skills like memory, vocabulary, attention, and more. What started as a side project for research grew into a full-time business as the popularity of Mind Games took off. Today, the app is localized in 7 languages and has more than 12M downloads.

### Customizing Native Ads for a more enjoyable experience

With a growing app, complete with games, scoring, progress charts, and more, it was time to monetize. Mind Games first began using banner ads to drive revenue. Cole's AdMob account manager encouraged the company to try native ads. She explained that native ads can provide a more engaging and less disruptive user experience, which is especially important in an app that requires deep concentration.

Mind Games started by creating two native ad units. The first was placed in the app's Games list, an area that users visit frequently. The second unit was placed in the app's main menu and was set to refresh every 60 seconds. To build the second unit, Cole used AdMob Native Ads Express, a tool that enables developers to easily create and implement native ads.



### GOALS

- Drive revenue through in-app ads
- Provide an engaging user experience

### APPROACH

- Customized look and feel of native ads to match the app's overall style
- Tested various placements in app to improve ad performance

### RESULTS

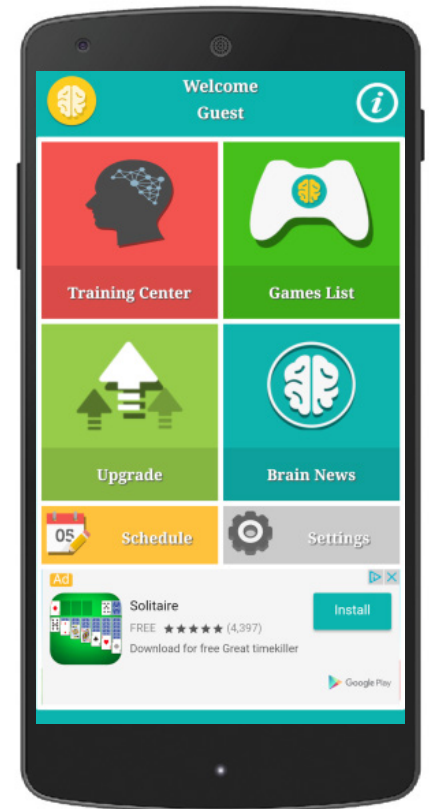
- Saw 600% increase in CPM
- Grew CTR by more than 6X

For both units, Cole was careful to use a color scheme, font, and content consistent with the app's style. That way, the ads would fit in well and provide a more cohesive user experience than traditional banner ads. "It is a good idea to consider each screen that has banner ads as to whether it can be redesigned to incorporate native ads," Cole says, "I prefer to use a similar type face and some consistency in color. It is good to have some differentiation so it doesn't blend in too much, reducing the salience of the ad."

## Optimizing for a bright future

After integrating native ads as part of its monetization strategy, Mind Games has seen a **600% increase in CPM** and a **6X increase in CTR**. Both figures went above and beyond expectations, helping increase Mind Games' revenue stream.

Cole plans to continue to use native ads for Mind Games, testing other placements and customizations in the future. He says, "The experience with AdMob native ads has been very positive. Native ads look better and helps improve user experience. Customizing the ads on Native Ads Express is very easy and the support from my AdMob account manager was first rate."



*Mindware's native ad implementation*

## ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 1 million apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. By linking their AdMob apps to Firebase, developers can measure app performance and segment users to make smarter decisions about their businesses.

For more information, go to: <http://www.google.com/admob>