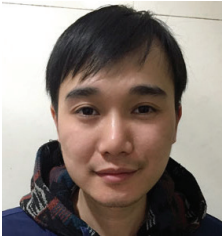# Linghit Limited doubles ad revenue with AdMob native ads express

"Native ads are more intuitive so we displayed them in more prominent positions within apps. We were able to view the effects on user click-through rates in real time based on the information in the ad backend. We could make quick adjustments to the native ad to maximize the effect of the ad."

- Jinnee Lee, Vice President

Linghit Limited is a technology company in Hong Kong founded in 2009. The company's mission is to educate people around the world about Chinese culture and its rich 5,000 year history. The company has over 100 specialized apps with its top apps being Shunli (順曆), Linghit Miaosuan (靈機妙算), and Xiuxingzhe (修行者), all of which are among the most downloaded apps in their respective categories.

The start of Linghit Limited

China plays a large economic and influential role around the world. This opened the gates for the company to teach traditional Chinese culture, heritage, and values through its apps. When asked about the company's mission, Rico Feng, Vice President of Linghit Limited says, "Traditional culture needs to be passed on in a way that fits with the changing world. With today's mobile society, we thought it was only natural that we use apps as a way to enjoy traditional culture."

To share traditional Chinese culture, the company developed Shunli, its Chinese Almanac Calendar app. With Shunli, Linghit Limited faced the challenge of expanding to new markets and boosting its revenue. AdMob was the perfect solution.

A tailored ad experience with Shunli, the Chinese Almanac Calendar App

Shunli provides users with a unique app experience across smartphones and devices. Users can check the time, date and weather, look up horoscope recommendations, find lucky dates, and take notes.

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linghit.com

GOALS

- Expand audience to a global user base

- Grow app revenue through effective monetization

- Provide relevant, valuable content to users

APPROACH

- Used a variety of ad formats to drive results

- Implemented native ads express to give users enjoyable and relevant content

RESULTS

- Grew daily ad exposure by 114% and daily ad revenue by 100% after implementing native ads express

- Built nearly 80% of monetization revenue using AdMob's banner, interstitial, and native ad formats

The company localized its app, making its content relevant to users in all parts of the world. By combining its knowledge of the traditional Chinese culture with other regions' cultures, Linghit Limited ensured all dates, weather, and customs were accurate for each region.

With a growing user base, Linghit Limited turned to AdMob for monetization. Implementing AdMob's banner, interstitial, and native ad formats proved successful with ads now accounting for 80% of Linghit Limited's total revenue. Native ads proved especially helpful in providing relevant content. Tailored ads enriched the user experience while increasing earnings. After implementing native ads, the company saw a **114% increase in ad impressions** and a **100% increase in daily ad revenue**.

Jinnee Lee, vice president at Linghit Limited, says, "Native ads are more intuitive so we displayed them in more prominent positions within apps. We were able to view the effects on user click-through rates in real time based on the information in the ad backend. We could make quick adjustments to the native ad to maximize the effect of the ad."

Optimizing for a bright future

With help from AdMob, Linghit Limited reached more than 100M users in 160 regions. Seeing impressive results, the company is looking forward to improving its apps with Google. When asked to describe Linghit Limited's experience with Google, Feng said, "Google makes it easy for us to develop and add new features to our products. We are very happy with what Google has enabled us to do."

Native ad in Shunli

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. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

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

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