

## Pink Pointer sees 50% CTR increase with AdMob native ads



*“Overall my experience with AdMob native ads was very good and it increased our revenue. I’m planning to do more testing to optimize ad placements and revenue.”*

*- Thiago Lopes Rosa, Game Developer, Pink Pointer*

Pink Pointer founder **Thiago Lopes Rosa** has been developing for mobile for over a decade. He started out working with Android for a large phone manufacturer, all the while creating fun gaming apps on the side. In 2014 he turned his hobby into Pink Pointer, a major mobile gaming app company that now boasts **22 published games and over 32 million downloads**.

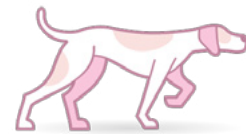
### Building up Word Search

Pink Pointer strives to provide enjoyable gaming experiences through challenging and exciting mobile apps. **Word Search**, a puzzle-based game, appealed to a variety of users through **3 difficulty levels, 37 languages and 22,000 puzzle options**.

To continue providing a great gaming experience, Pink Pointer used a variety of features like grid lines for better visualization, realtime player matches, and hint options. By considering what players might need or want out of a puzzle gaming app, Pink Pointer had the first element of success handled – a great mobile gaming app. The next part, effective monetization, is where they turned to AdMob.

### Monetizing with Native Ads

AdMob has an array of ad format options available to developers, with something for everyone. Gameplay is at the heart of Pink Pointer’s decision-making, so finding an ad format that would keep the user experience intact was key.



**pinkpointer**

### GOALS

- Grow app revenue through effective monetization
- Provide an innovative ad format to engage users

### APPROACH

- Implemented native ads for an enjoyable and relevant experience
- Placed ad units at various positions within the app to compare performance

### RESULTS

- Saw 50% increase in CTR
- Achieved 90% increase in RPM with ad placement

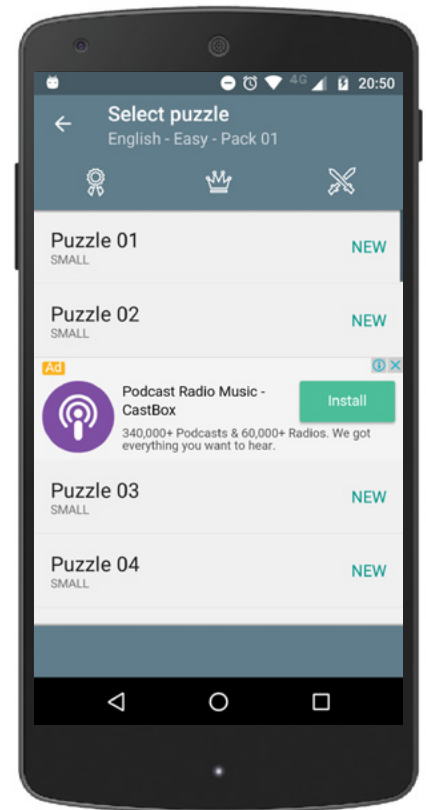
Pink Pointer decided to implement native ads because the ads can be tailored to match the style of the app. To preserve user experience, they placed native ads at logical points in the games so as not to interrupt the flow of game play. In addition, Pink Pointer analyzed various placements, comparing performance and optimizing results.

## Optimizing for success

As a result, Word Search saw a jump in revenue, with a **50% increase in CTR**. After testing various placements, Pink Pointer determined that one position had a stronger performance of a **90% RPM**.

Armed with powerful insights on ad performance, Pink Pointer is excited to move forward and continue to optimize for increased revenue. Their strategy now involves continuing to test other aspects of their ads, like creative, type size, and more.

Looking ahead, Thiago Lopes Rosa said, "Overall my experience with the AdMob native ads was very good and it increased our revenue. I'm planning to do more testing to optimize ad placements and revenue."



*Word Search'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>