Kronos Games Online builds sustainable mobile business by using AdMob network to monetize and cross-promote apps as well as track performance

About Kronos Games
A division of Atomic Bullfrog LLC, was founded by a small group of highly experienced artists, programmers and more importantly, gamers who love games. The company specializes in creating games that are fun, addictive, highly polished and have lasting appeal.

- www.kronosgo.com
- Los Angeles, CA

"We understand the need as a small shop to have multiple revenue streams so we turned to AdMob. The SDK was easy to implement and their staff offers a high level of support – a real human touch you don't necessarily expect. They even helped us correct a bug in one of our titles."
—Stan Liu, Founder and President, Kronos

California-based Kronos Games Online launched its first iPhone game, Action Bowling, in December 2008. A slick and innovative take on a consistently popular genre, the game combines high-quality graphics with refined touch-screen and accelerometer motion controls to create a highly engaging game for novices and experts alike. Action Bowling Free has been in the Top 100 since launch and has generated over 15 million downloads worldwide and hundreds of millions of impressions. We sat down with Stan Liu, Founder and President at Kronos Games Online, to learn about his path to success on mobile.

Best Practices:

Continually Delight Users
Developers have an opportunity to increase the lifetime value of a customer by enticing them to return to the game. Stan explains, "Developers need to give people a reason to come back to the game like something seasonal or a new feature in order to generate ad revenue over the long haul. AdMob has the best CPMs and fill rate I've seen in the industry, but you need users to come back to your app regularly to reap the benefits of advertising."

Make Data Driven Decisions
Stan views the iPhone ecosystem as a testing ground for new IP. "The combination of user feedback and reviews from the App Store and the hard data that AdMob gives us with its real-time reporting tools is an incredibly powerful resource for small companies. That's something you used to have to pay a lot of money for!"

Kronos Games

Based on that data from Action Bowling, Kronos noticed a trend suggesting a preference for cute, easily identifiable characters and developed the colorful, family-friendly Sheep Launcher which was downloaded 3 million times in 30 days and over 8 million times since it launched.

Promote Paid Upgrades with House Ads

Kronos launched a free and a paid version of the Action Bowling. By using AdMob's House ad functionality, Kronos could promote the premium version of the game in the free version at no cost. Kronos saw a substantial boost in sales with a conversion rate of 10% for users who clicked through the ad.

Think Big

With two hugely successful games under its belt and a consistent source of revenue, Kronos recently launched Action Virtual Hoops. But Kronos isn't stopping there. With a move into licensing with Garfield Bird Crazy with Paws, Inc., and the development of a forthcoming children's book and educational game based on the Sheep Launcher brand, this is just the beginning for the small company.

iPhone icons from app store: Atomic Bowling, Sheep Launcher, Garfield Bird Crazy

"We don't restrict ourselves only to mobile," Stan continues. "We're always looking at how we can leverage our successful IP on new platforms or create totally new products like augmented reality or social apps and having a dependable revenue stream is key to our efforts. AdMob makes that possible."