⊙ AT A GLANCE

About FGL
- www.fgl.com

Goals
- Help other developers earn money with their mobile apps
- Maximize revenue across games
- Grow mobile app audience by reaching game users at scale
- Increase the value of small "snack" games to help more developers thrive in the mobile app environment

Approach
- Tested various monetization methods to determine which one performed best while still providing a great user experience
- Used interstitial ads to accommodate varying design elements and layouts across apps
- Drove revenue with ad mediation through AdMob
- Connected with users at scale using Google Play

Results
- Saw a 50% increase in revenue after choosing to use AdMob for ad mediation
- Discovered that AdMob would have driven 5X as much revenue had they used it in place of other ad providers

FGL Gives Independent App Developers a Boost with AdMob

It's relatively easy to build a game. The hard part is getting that game to make money. To be successful, indie developers not only need to be experts in making games, but also marketing, promotion, user engagement and monetization.

Without deep knowledge of the mobile app business – and without the resources, tools, and strategies needed to drive success – it's easy to get lost in this growing marketplace. That's where FGL comes in.

FGL guides developers through this space, enabling them to earn money from all of their hard work. The company has been helping small and mid-size developers distribute and monetize their games since 2007. Since then, they've driven results for more than 30,000 registered developers from 105 countries around the world, helping them to earn over $20M in revenue from their games.

❞ **"We're always looking for monetization solutions that drive the best results under the best terms, while still providing a good user experience within the game."**

Adam Schroeder
FGL Co-Founder and Head of Mobile Monetization

Humble beginnings

Co-founder Adam Schroeder learned programming in high school and went on to work at an advertising agency, but he had a passion for gaming. He decided to build a game of his own but he wasn't sure how he could earn money from it – at first.

"During the production, I learned of other people getting 'sponsorships' for their games," says Schroeder, "a web portal would pay to put links in the game back to their site, then the games would spread all over the Internet and they would get tons of new users. I showed my game to one and received an offer. I then found other portals interested who competed against one another, and eventually, I sold the game for more."

After he successfully monetized his first game, he was inspired to help other developers do the same. He was happy to share the information freely but developers began coming to him in droves, asking for help getting the best price for their game. Schroeder then teamed up with Chris Hughes, who had built a website to help bring developers and publishers together. They started FGL.com (called FlashGameLicense, at the time) to provide guidance in distribution and monetization, letting the developers do what they do best – make games.

FGL has grown into a thriving marketplace and community which represents over 34,000 game developers and 1,000s of companies interested in getting access to their content. Today, FGL is a team of 26 people, supporting all technologies.

ABOUT ADMOB

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.

For more information, go to:

http://www.google.com/admob

FGL used their own in-house mediation system to bypass the 3rd party system and route traffic directly to AdMob. Their revenue increased by **50% overnight,** with the same number of impressions.

Revenue is top priority

FGL is focused on growing the audience and maximizing revenue for each game. Always looking for the best solutions to achieve this goal, FGL has tried and tested a wide variety of networks and monetization methods.

Seeing success with AdMob's interstitials

FGL manages a large number of games, so its monetization options are more limited. Because of the varying layouts and design elements across the wide variety of games they work with, banner ads were not practical and in-app purchases were too difficult to manage. To overcome this challenge, FGL decided to keep it simple, using only full screen and interstitial ads. Full screen ads fit into every game layout, and interstitial ads present rich HTML5 experiences between game levels and other natural app transition points. Using just these two formats gave them a standard they could apply across the board.

AdMob Outperforms Third-party Mediation

Having turned to Google about a year and a half ago, FGL decided to give AdMob a shot after being reached by a Google employee who explained the benefits of ad mediation for games. Continually on the search for companies that can offer powerful results, FGL decided to try AdMob, but there were some concerns.

They were disappointed with the results they were seeing when using third-party mediation services. Looking at the stats, they saw that AdMob wasn't being given much of a chance in the mix. FGL used their own in-house mediation system to bypass the third-party system and route traffic directly to AdMob. Their revenue increased by 50% overnight, with the same number of impressions. In another instance, FGL used a full-service mediation provider. When FGL replaced them with AdMob, revenue increased 5x through increased fill rate and CPM.

Working with Google in the future

After seeing strong revenue growth with AdMob, FGL turned to Google Play to expand its audience. Looking to connect with users at scale, Schroeder says, "[Google] Play store is a great avenue to reach the end customer, the game players." FGL has seen much success with Google Play, which is its number one revenue source.

Through successful interstitials with AdMob and massive reach with cross-promotion in Play, FGL has seen continued success from Google. They've also been using Google Cloud for business services and push notifications, as well as AdWords to boost traffic to their site. When asked if FGL would use Google in the future, Schroeder said, " Yes – whatever makes the most money while still giving good user experience, that is where our inventory goes."