

 AT A GLANCE**About Sinoze**

- www.sinoze.com
- Bangkok, Thailand
- Maker of mobile game apps, including the popular Thapster

Goals

- Increase monetization of free app
- Reduce man hours spent on inventory management
- Maintain app's premium look and feel

Approach

- Integrate AdMob into Thapster
- Use AdMob Mediation to manage and serve inventory from multiple networks
- Opt into ad network optimization and Live CPM

Results

- 68% revenue increase in first month of using AdMob
- 175% revenue increase with introduction of AdMob Mediation
- Income is now reliable and predictable

ADMOb TURNS THAPSTER INTO A BIG REVENUE HIT



The Thapster smartphone music game app is a smash hit in every sense. Created by Bangkok-based company Sinoze, it is Thailand's first mobile music game app with the rights to tracks from major record companies. In its first five months, it was downloaded 2.5 million times.

This popular app is available free of charge on the Google Play Store and the Apple App Store. To monetize its success, Sinoze therefore relies on in-app advertising.

Initially, ad income for Thapster was unpredictable, and managing inventory was a time-consuming manual process. Intara Tanlamai, a co-founder of Sinoze and the man behind Thapster's success, believed AdMob could be the answer to these problems, and in March 2014 he resolved to try it for himself. He was not disappointed.

"AdMob delivers extremely high fill rates – up to 99% in some cases, which other platforms simply cannot match," he says. **"And the built-in mediation feature makes it convenient and effective to manage ads from several demand sources to maximize yield."**

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>

 **“With AdMob, we now spend less time managing ads and still make more money, getting our company to grow twice as fast as forecast.”**

Intara Tanlamai,
co-founder, Sinoze

“What is more, the ads are varied, and the formats are high quality,” he continues. “So the ads that our players see are perfectly **in keeping with the premium feel** of the app.”

Within a month, Sinoze was seeing clear benefits. Ads served from the AdMob network increased revenue by nearly 70%, and taking into account ads from other networks served via the mediation feature, **total revenue rose 175%**.

As revenue continues to increase, Intara and his team at Sinoze can now devote all their energies to further developing Thapster and working on new projects. “With AdMob, our revenue is both larger and more predictable, and at the same time, **ad management is easier** and less time-consuming,” he says. “I couldn’t be happier.”