

Mobirix's secret to success: Hybrid Monetization



"Gaming app users are often exposed to in-app ads but when we show them in-app purchase (IAP) ads, we are able to convert some of them into paying users, which helps us generate more IAP revenue."

- Hyun Kwan Ro, Director, Mobirix.

Mobirix is a Korean mobile gaming developer and publisher that got its start in 2004. In its early days, Mobirix created games for feature phones but as mobile evolved, the company shifted to smartphones. Today, Mobirix has developed and published over 200 different games for users to play around the world.

Although Mobirix develops and publishes 3-5 games every month for Android and iOS, they faced fierce competition in the Asian market. Gaming platform Kakao dominated the region. Mobirix tried to conform to the platform's standard, but struggled to see results. Mobirix then decided to refocus efforts back to its own game development and building their user base.

Meeting in the middle: hybrid monetization

Unconcerned with what the competition was doing, Mobirix committed themselves to creating great user experiences. To this day, Mobirix doesn't even use push notifications. They believe that people will come back to their apps without needing bothersome reminders.

However Mobirix needed a monetization strategy to build a sustainable business. Mobirix was working with Rainfallsoft, a partner and developer, to publish their game Zombiehive. At first, Seo Sung Young, CEO of Rainfallsoft, didn't want to show in-app ads because he believed that ads would disrupt the user experience.

Mobirix understood that it was common for users to see ads in strategy and board games, and that mid-core and hardcore players



GOALS

- Monetize partner's successful app Zombiehive while preserving user experience

APPROACH

- Implement a hybrid monetization strategy with IAP and ads to drive revenue from non-paying and paying users

RESULTS

- 15% uplift in number of paying users
- 44% increase in revenue per paying user

were more likely to make in-app purchases (IAP). Based on AdMob's recommendation, they decided to implement a hybrid monetization model, using a combination of in-app ads and in-app purchases together to maximize revenue. That way, Mobirix would be meeting Rainfallsoft in the middle, using in-app ads as only one part of its strategy.

Adding ads to the mix allowed Mobirix to monetize non-paying players while avoiding relying solely on IAP customers, who can end up leaving the app. As a result, Zombiehive saw a **15% uplift in the number of paying users** and a **43% increase in average revenue per paying user**.



In-app purchase house ad in Zombiehive

The unique benefits of AdMob

Mobirix was impressed with the results it has seen with AdMob and has come to fully realize the value of AdMob's services and tools. They found that other SDKs provided by third-party vendors had complicated updates, but AdMob's code snippet was simple and straightforward, making it easier to implement and get started.

Mobirix also appreciates the convenience and robust feature set built into AdMob. Competitors have had to build their own servers to do targeting, which required significant investment of effort and resources with limited results. With AdMob, Mobirix was able to save time and money while getting an holistic view of their users. Mobirix also utilizes AdMob's auto-target lists for IAP house ads, which promotes their in-app purchase items to IAP spenders for free.

Having seen such impressive results, Mobirix is excited for what the future holds. With 90% of its revenue coming from AdMob mobile ads, Mobirix plans to design future games based on how it can implement hybrid monetization most effectively.

ABOUT ADMOB

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