



AT A GLANCE

About Divmob

- divmob.com
- Ho Chi Minh City, Vietnam
- Mobile games developer

Goals

- High listing on Google Play
- Win more users
- Generate revenue

Approach

- Adopt Google-recommended best practices
- Combined use of AdMob, Analytics and IAPs

Results

- Higher visibility on Google Play
- Games featured in international markets
- More users generate increased revenue from both AdMob and IAPs

DIVMOB GOES GLOBAL, WITH ADMOB AND THE GOOGLE MOBILE ECOSYSTEM

When programmer Ngo Van Luyen founded Divmob in 2011, he was already in love with **Google Android** and had set his heart on becoming a world-class games developer. Today, Luyen is CEO of his own company Divmob, which so far has created 12 Android games, with downloads in the millions.

Luyen is always looking for ways to achieve more visibility and revenue. In Google AdMob, he found “the perfect platform” to achieve this. **“In terms of long-term strategies, no other platform can be compared to AdMob,”** he says.



“AdMob plays a vital role in the success of my company's products.”

Ngo Van Luyen,
Founder and CEO, Divmob

Leveraging AdMob and Google Analytics

Divmob's strategy segments users into casual and hardcore gamers. It monetises hardcore gamers through IAPs (in-app purchases), but for the much more numerous casual segment, “AdMob plays a vital role in the success of Divmob products. It's a very stable, reliable advertising tool.” The inventory is a mix of interstitials and banners, carefully configured so as not to disrupt the user experience. Overall, AdMob accounts for 50% of Divmob's revenue.

As well as monetising users, driving downloads is also key to building revenue. That starts with better apps, and better apps start with understanding the user. “Google Analytics helps me analyse users and their behaviour in incredible detail,” says Luyen. “It doesn't just give demographic and geographical data, it lets us see exactly what features and strategies players use in the games, and when.”



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 monetise intelligently.

- For more information, go to:
<http://www.google.com/admob>

And so that Luyen could leverage this knowledge into better products, **“Google connected me with experts** in advertising, games and apps to help me improve our app quality.” This enhanced product quality (underpinned by the integration of Google Play Game Services) helped more of Divmob’s games gain “Featured App” status in the Google Play Store, significantly increasing downloads.

Divmob also uses AdMob to cross-promote its own games, a process Luyen says took “just a few minutes” to set up. “It is our most effective way to promote our new products, because we can ‘recycle’ our existing user base.”

Success enabled by the Google mobile ecosystem

The success of this strategy is clear to see. “Revenue has soared thanks to increased downloads,” Luyen says. “And since the latest upgrade of AdMob, our revenue from that is up 20%. We re-invest this in product development. My passion was always to become a successful professional game developer in the world market. AdMob and Google have helped me achieve this, by enabling Divmob to make better and more profitable apps, yet **never compromise the user experience.**”