6WAVES USES GOOGLE ADMOB IN-APP PURCHASE HOUSE ADS TO MAXIMIZE GAME REVENUE

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AT A GLANCE

About 6waves
- www.6waves.com
- Hong Kong
- Game developer and publisher

Goals
- Maximize IAP and ad revenue
- Tap into global ad supply for their global users

Approach
- Implemented IAP house ads in games
- Drive IAP conversion
- Monetize non-paying users via ads

Results
- 8X uplift in AdMob revenue
- 60% of users converted from non-payers to payers
- 20% of dormant users are reactivated
- 15% of users who made an initial purchase via an IAP ad generated 4X revenue of the first transaction in one month

A diversified game portfolio

Founded in 2008 in Hong Kong, 6waves is a leading games developer and publisher of social and mobile games, with over 28 million downloads in the past 2 years.

Age of 3 Kingdoms, a high-quality strategy game that is especially popular in Hong Kong, Japan and China. They also produce casual games like Emoji Pop, which has gone viral with its compelling local content. 6waves has a hybrid business model which includes in-app purchases (IAP) and ad monetization.

Optimizing with AdMob IAP House Ads

6waves started using AdMob in 2014 for ad monetization because of its global reach and high fill rate across various ad formats. They implemented interstitial and video ads for casual games, tapping into real-time ad demand from millions of Google advertisers, and the DoubleClick Ad Exchange platform.

However, 6waves still needed to optimize revenue from their paying users, which represented 10% of the user base. In order to do this, 6waves implemented **AdMob IAP house ads**. With AdMob IAP house ads, AdMob automatically predicts likely spenders based on Google's proprietary data and models, and shows them customized messages to promote IAP items. For the rest of the users who are unlikely to spend, AdMob shows regular ads to help maximize ad revenue.

After integrating AdMob IAP house ads, 6waves' **AdMob revenue grew 8X** over 2 months. Results from AdMob IAP house ads were strong:

- 60% of users who made a purchase via an IAP ad are first time payers;

- 20% of users who hadn't paid in the past 2 weeks were reactivated;

- 15% of users who made an initial purchase via an IAP ad made further purchases; these users generated 4X revenue of the first transaction in one month.

? 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.

google.com/admob

> **"AdMob IAP ads are doing an awesome job in converting non-payers to payer."**
>
> **"Google algorithms & data can help us identify potential paying users and monetize them."**
> Andrew Wong, Executive Director of Marketing, 6waves

Impressed by the results, 6waves plans to adopt AdMob IAP house ads across the rest of their game portfolio. From the data, we found that "**AdMob IAP ads are doing an awesome job in converting non-payers to payer**," says Andrew Wong, Executive Director of Marketing at 6waves. "**Google algorithms & data can help us identify potential paying users and monetize them**."

6waves also found AdMob IAP house ads to be easier to manage than their previous in-house IAP system. "**Adding IAP house ads is easy and the process is not difficult**," says Andrew.

AdMob by Google