



AT A GLANCE

About Brighthouse

- Shanghai, China
- Mobile games developer

Goals

- Play video interstitial ads strategically at appropriate times to provide a break from excitement-filled gameplay
- Use AdMob ads to generate revenue without compromising the user experience

Approach

- Implemented AdMob video interstitial ads
- Used Google Analytics and customized report tools to track and analyze traffic

Results

- Increased overall revenue by 130%
- Drove 60% of app income from AdMob interstitial ads
- Expanding team as a result of increased revenue

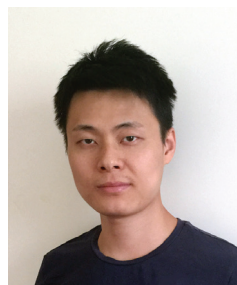
BRIGHOUSE GROWS EXPONENTIALLY WITH ADMOB INTERSTITIALS

Brighthouse, a game developer, had been building PC games for nearly 10 years when the mobile app industry began to boom. Seeing the potential for growth, the company decided to shift its efforts to developing mobile gaming apps. Focusing on designing a game that would be easy to learn, hard to master – and above all, fun to play – Brighthouse created White Tiles 4. A simple and addictively fun game, the objective is for players not to touch the white square shown on the screen. With over 153 modes, and the ability to play more than one of these modes at once, White Tiles 4 engages users of all ages. After just one week of planning and design, the game was launched in April 2014.

AdMob's interstitial ads enhance the user experience

White Tiles 4 combines simple and lightweight design with rich gameplay. It requires a high degree of concentration for players which can lead to fatigue over time. Wang's solution was to include a video or interstitial ad at appropriate times during gameplay.

Using AdMob's video and interstitial ad formats, Brighthouse incorporated the ads into key moments in the game, providing players with a brief, much-needed break from heavy concentration. With AdMob's high quality ads and massive scale, it was a win-win for players and for Brighthouse.



AdMob provides unparalleled coverage as the world's largest mobile platform, while delivering a great ad experience."

Boxun Wang, CEO, Brighthouse

Teamwork drives results for White Tiles 4

With help from the AdMob team, Brighthouse was able to implement the ad formats into their game smoothly, without disrupting the player experience. AdMob provided Brighthouse with recommendations to help boost revenue and improve user experience.

Engaging ad formats drive impressive results

Since getting started with AdMob ads, Brighthouse has experienced an unparalleled 99% fill rate, compared to about 60% on other platforms. The effectiveness of the ads in White Tiles 4 has continued to grow – after implementing AdMob video interstitial ads, app traffic has increased by 20% while overall revenue has increased by 130%. AdMob interstitials account for 60% of app income.



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:

google.com/admob

“AdMob provides unparalleled coverage as the world’s largest mobile platform, while delivering a great ad experience.” said Boxun Wang, CEO of Brighthouse. The company is planning to grow from a team of 20 to about 100 employees within a year. “Our team could never have grown to this size without AdMob,” said Wang, “Google is – by far – the best choice for developers who are looking to generate revenue.”