



AT A GLANCE

About Cat Studio

- <http://cat-studio.net/>
- Beijing, China
- Develops gaming apps for Android and iOS

Goals

- Increase in-app purchase exposure, so players can view and purchase in-game items more directly
- Improve integration of in-app purchase ads within game for a more natural display that maximizes revenue without compromising user experience

Approach

- Integrated AdMob banner and interstitial ads into the game
- Implemented AdMob IAP house ads
- Created three different sets of AdMob IAP house ads frequency based on click through rate

Results

- Increased daily revenue by 50% and average revenue per user by 30%
- Generated revenue from non-paying users through AdMob interstitial ads

CAT STUDIO HK GROWS IN-GAME REVENUE WITH ADMOB IN-APP PURCHASE HOUSE ADS

A long-time gaming design fan, Qi Yong-Cheng began writing mini-games while he was a university student. Wanting to focus even more on mobile game development, he joined forces with a developer upon graduation. "We would meet together and brainstorm new ideas, and new ways to attract players," says Qi Yong-Cheng. During this time, Qi discovered Android. Seeing the value in the platform, he began developing gaming apps.

Bringing classic gaming to mobile

As a gamer himself, Qi had a passion for tower defense games. He loved the quality and feel of classic PC games, and looked to them for inspiration. Believing that mobile had changed the essence of these strategy games, he made it his mission to incorporate some of the classic elements into mobile.

In 2013, he launched Little Commander 2 – World War II, and just a year later, he released Little Commander 2 – Clash of Powers. With different defensive formations, a variety of towers to mix and match, and different paths of focus like economy, attack, or defense, Qi put the gaming experience in players' hands. The app immediately captured the attention of hundreds of thousands of users and was soon widely downloaded all around the world.



AdMob in-app purchase house ads have helped our team build confidence in the international market and in ourselves, and have supported the development of follow-up releases to our original games."

Qi Yongcheng, CEO, Cat Studio

Simplifying the path to purchase with AdMob In-App Purchase House Ads

Seeing this initial success, it was time for Qi to monetize his app. After identifying in-app purchasing as the main source of revenue, he knew he needed to focus on providing the user with greater exposure to the items available for purchase. To make them more visible to users, Qi integrated AdMob in-app purchase (IAP) house ads.

AdMob IAP house ads made the path to purchase simple, giving users the ability to buy directly from the IAP ad. Using Google's proprietary data and models, AdMob predicts users more likely to spend and shows them IAP ads. This helped to maximize revenue among paying players. But it wasn't only paying players that drove revenue for the app. Qi was also able to generate revenue from players less likely to pay by showing them interstitial ads instead of offering them in-app purchases using AdMob.

This hybrid monetization approach helped to keep the game experience intact without an overwhelming number of ads. Not wanting to sacrifice the user experience for revenue, AdMob IAP house ads delivered tailored offers while reducing the overall number of non-targeted ad impressions.



ABOUT ADMOB

AdMob In-App Purchase (IAP) house ads

AdMob's in-app purchase house ad format is a smart way for developers to grow their IAP revenue for free. This format enables them to increase the number of in-app transactions from their users, by showing these a customized text or display ad promoting the items the developers want to sell.

For more information, go to:
developers.google.com/admob/android/iap.

AdMob's support drives revenue and future growth

Using three different sets of AdMob IAP house ads, Qi adjusted display ratios according to click through rates and replaced ad images with clearer more attractive images based on Google's recommendation. This strategy had an immediate impact – in just one month, there was a 50% increase in daily revenue for the app overall and a 30% increase in average revenue per user.

Working closely with the AdMob team, Qi was able to see the power of good app design when implementing ads into the gameplay experience. Integrating ads elegantly into the interface and at natural pauses in the game, he was able to maximize revenue without compromising the player experience. With AdMob's support, Qi is working on future game releases that incorporate this personalized approach to monetization.

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