ADMOB MEDIATION HELPED
GROW OGQ'S APP REVENUE BY 20%

AdMob met with Kim Moo-gung, manager of successful app development business, OGQ, in South Korea.

"OGQ is a startup founded by myself and four other people, my old friends and former colleagues.

As all of the founding members are developers, we decided to focus on finding great content, and create value from it, rather than creating content for its own sake. That's how the Backgrounds HD app was created.

Our idea was to allow users to display beautiful and inspiring wallpaper on the screen of their mobile phones and share the pictures they take with others.

With no language barriers, the image-based service fits our ambition to provide services for a global audience.

When we began to develop Backgrounds HD, we focused on minimizing risks by completing the development as quickly as possible and making content available to users.

To minimize the development period, we launched the first version with minimum features and let the users vote on features they wanted added to the app. We updated the app based on the voting results, receiving positive feedback from the users.

To build a huge collection, we received images from amateur photographers, who wanted to share their pictures with many people, rather than purchasing them from professionals. We thought that everyone has a great picture in their collection. With these images we selected the best ones and made them available to our users.

As a result, the Backgrounds HD app took the No.1 spot in the global rankings of free apps in Google Play for two weeks, and accumulated over 20 million downloads within only 14 months of its release.
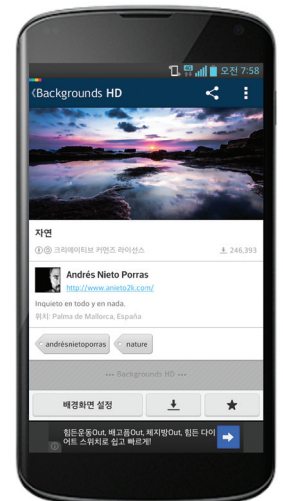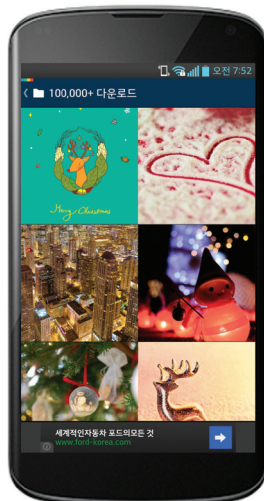
During this time, revenue grew dramatically because AdMob, which we installed on the app for a test run, generated high revenue.

Also, after the growth of the app leveled off, we enabled AdMob Mediation and the eCPM Floor features in AdMob. We could use mediation to allocate traffic to our ad networks by region, and could show highly profitable ads first by applying the eCPM floor, a premium product, to the top of mediation. As a result, the total ad revenue increased by more than 20%.

The revenue from AdMob has allowed us to develop our service with few financial problems and expand it globally.

Our name, OGQ, consists of the first letters of Open, Global and Question, three words we consider valuable. We devised the name to show our commitment to an open platform, global perspective and continuous development. Moving forward, we will do our best to develop a variety of services befitting the name."