



AT A GLANCE

About Freaking Math

- <http://luongbang.me/freakingmath>
- Created by Nguyen Luong Bang, Ho Chi Minh City, Vietnam
- Brain-training math game

Goals

- Reach more users
- Generate revenue from advertising
- Use increased revenue to go completely freelance
- Create more apps

Approach

- Work with AdMob and Google Play as "one Google"
- Integrate Google Play Games Services
- Use smart banners and full-screen interstitial ads
- Feature Freaking Math on the Google Play Store

Results

- Downloads increased by 2,400%
- Revenue increased by 2,000%
- Freaking Math reached the top 200 charts in many countries

GOOGLE'S SUPPORT POWERS MATH GAME APP TO GLOBAL SUCCESS

Vietnamese indie app developer Nguyen Luong Bang was studying at Vietnam's University of IT when he created his mobile game app, Freaking Math. This highly addictive game challenges users to solve simple math problems within a very short time frame. In February 2014 he launched his own company, because he wanted to "realize [his own] ideas and see how people respond to them".

Although Bang was driven by his passion for development and the desire to win more users worldwide, he naturally also needed a way to **monetize his free app**. He found the answer with AdMob.



“Google’s products and support have given me the opportunity to do what I love and start my own company.”

Nguyen Luong Bang,
creator of *Freaking Math*

AdMob was the ideal solution for a number of reasons: ads come in a variety of formats designed to preserve the user experience; unlike other networks, reach is global and ads are customizable by location; and AdMob is easy to implement.

Equally important were the **support services that wrap around the AdMob product**: the AdMob support team saw the potential of Freaking Math and worked with Bang to maximize his revenue and enhance the user experience, by identifying where to place smart banners (which automatically resize to fit any screen size) and full-screen interstitials.

The Google Play store team also had some interesting recommendations. First, they suggested enhancing the app by incorporating Google Play Games Services. Features like the leaderboard encourage players to compete against each other, which means increased time on the app. As Bang says, "The more time they spend playing, the more opportunity for AdMob to deliver ads."

Case Study | Freaking Math

? ABOUT ADMOB

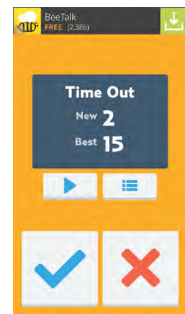
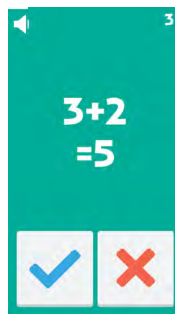
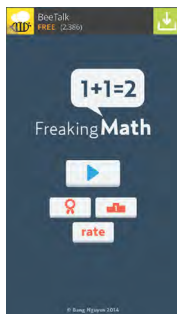
AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

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

Their second suggestion was to promote the app more effectively by improving promotional materials, avoiding excessive keywords in descriptions and tags, and using more impactful images.

What happened next delighted Bang. **Downloads increased by 2,400% and revenue by 2,000%**. Interstitials alone doubled revenue. When Freaking Math was featured on Google Play, downloads grew again by as much as 25%, and it reached the top 200 charts in many countries.

Google's advice and the additional revenue which resulted changed Bang's life. He now works full-time doing what he loves. His advice to other developers? "See Google **as a single source of support** to help you maximize revenue."



? ABOUT INTERSTITIAL ADS

Interstitial ads present rich HTML5 experiences or "web apps" at natural app transition points such as launch, video pre-roll or game level load. Web apps are in-app browsing experiences with a simple close button – the content provides its own internal navigation scheme. Developers can even offer in-app purchase promotion ads to their users.

