

GAMEBASICS EARNS 25% OF ITS REVENUE FOR ONLINE SOCCER MANAGER FROM ADMOB ADS



AT A GLANCE

Company Info:

- Rontgenlaan, Netherlands
- www.gamebasics.nl
- Computer Games
- 20 employees
- 2004

Goals:

- Move users from web to mobile.
- Keep the same user experience on mobile as on the web.
- Choose the best way to monetise the mobile app.
- Monetize 90% of user base who don't make in-app purchases.

Approach:

- Make the app free to download.
- Monetise through a mix of in-app purchasing and in-app advertising.
- Test the ideal refresh rate and placement of ads.

Results:

- 25% of the revenue now comes from in-app advertising.
- More than 50% of Gamebasics's user base are mobile app players.

Overview

Gamebasics is the creator of the successful online football management game, Online Soccer Manager, currently attracting over 4 million active players worldwide. In the game, users can decide on tactics, formation, line-up, transfers and more. The company thrives on innovation and has much expertise in online gaming, so it stays ahead and continues to offer an exceptional gaming experience.

Mission

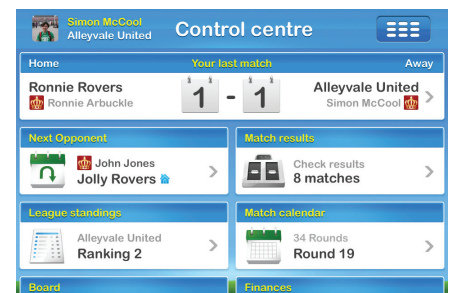
Gamebasics wants to gather as many football lovers as possible from all over the world into localised communities for at least 10 minutes a day, and allow them to feel as if they're the manager of their favourite team. They aim to reach this goal by striving towards an optimal game experience, through any mainstream platform, while at the same time focusing on revenue optimisation to allow company growth and employee development.

Reach

Gamebasics is headquartered in the Netherlands, but their fan base comes from all over the world. Football lovers can play wherever and whenever they want, as the game is available on mobile, web and Facebook. Online Soccer Manager first launched the mobile app version on iOS in 2012 and later launched on Android.

Challenge

One of the challenges the company faced when moving from desktop to mobile app was how to retain all users while at the same time choosing the best monetisation solution. Fabian Van Der Kroef, Acquisition Manager, and his team, looked at the most common ways of monetising an app, including charging the user to download it, in-app purchases, in-app advertising, or a combination of all. The team chose not to charge users for the game, since their desktop users did not have to pay previously. So the challenge was to find the best mix of ads and in-app payments to allow for a flexible revenue model and uncompromised user experience. Ultimately, Gamebasics strived towards creating the optimal gaming experience.



AT A GLANCE

Reach:

- Online Soccer Manager welcomes more than 50,000 new players every day, of which 50% are mobile app users.
- Active players log in daily through 22 different localized communities. These users log in almost 90 million times on the mobile app per month and generate more than 1,199 million screen views a month.
- Currently both Android and iOS apps boast impressive ratings of +4.5 with over 4 million total app downloads.

User Profile:

- 4 million monthly active football fans, of which 91% are male and 9% female.
- 27% of users are under 18, 41% is between 18 and 24, and 16% is in the age range of 25–34.

ABOUT ADMOB

AdMob has been helping app developers build app businesses since 2006. A leading mobile advertising network serving billions of ads daily, AdMob helps developers worldwide monetise and promote their mobile and tablet apps.

www.google.com/admob

Approach

The approach Fabian took was to create a business model for Online Soccer Manager based on a mixture of in-app purchases and in-app advertising. This had proved a successful revenue model with the desktop version and meant that players knew what to expect when moving to the app. To overcome the challenge of moving from desktop to app, Gamebasics used their own database and followed the data carefully to see the status of paying users and non-paying users. Segmentation was created between paying users who made in-app purchases and didn't see ads, and those who enjoyed the game for free and who were therefore exposed to ads. Early adopters of the app were incentivised by getting an ad-free experience for the first 4 days. Users were offered the choice of both a free and a paid version of the game; depending on their preference, they could choose to view or avoid ads, while at the same time allowing Gamebasics to generate revenues from both.

"Casual gamers are used to seeing ads and don't mind them as they know this is how they get to use the app for free. If they don't want to see the ads anymore they can make an in-app purchase. Ads play a role in converting free users into paying users. What we do is this: players are able to click away the ads; once they've done this three times, a message will pop-up: 'Don't want to see ads? Buy Premium Matches', and this gives our users the choice", says Fabian.

Fabian and his team did testing to identify the optimal refresh rate of the ads showing, and gave users the opportunity to click the ads away and make the intervals longer.

Today, users can buy a number of premium days free from ads, once those premium days are over the user can renew. If the user chooses not to renew, they can continue to play for free but will be exposed to advertising.

Results

Implementing in-app advertising has allowed Gamebasics to grow their business by 25%. "Ads are a big part of our revenue model as they are shown to 90% of our users who don't make in-app purchases. In-app purchases contribute to 75% of our revenue, however, we are very happy to be able to monetise the other 90% of users by using AdMob. It would be a wasted opportunity if we didn't!"

Gamebasics continue to review their approach to make sure they are ahead of the game and work with Google as a strategic partner. If you'd like to learn more about the technical approach to implementing in-app purchases with in-app advertising, please see the [guide](#) from AdMob.