



AT A GLANCE

About Kiragames

- kiragames.com
- Nakhon Ratchasima, Thailand
- Game developer

Goals

- Turn a passion into a profitable business
- Monetize the app effectively
- Preserve the user experience

Approach

- Mediation serves ads from multiple networks to maximize income
- Use of high-quality formats, especially interstitials

Results

- Interstitials increased CPM by 100% and revenue by nearly 400%
- Mediation of interstitials increased revenue by 125%
- Extra revenue enables investment in future growth

KIRAGAMES INCREASES REVENUE 400% WITH ADMOB INTERSTITIALS

In 2009, passionate games developer, Kirakorn Chimkool, of Nakhon Ratchasima, Thailand, set up a company named Kiragames.

His app, a block-sliding puzzle game called Unblock Me, took just two weeks to create. Simple yet addictive, it **became an instant hit**. In five years, Unblock Me has been enjoyed by more than 98 million people (free and paid included).



“We don’t get this level of support and effectiveness from any other network.”

Aun Taraseina,
Chief Operating Officer, Kiragames

“We didn’t have any particular revenue goals at first,” says Aun Taraseina, the company’s COO, who joined in early 2011. “Kirakorn created the app out of pure passion but he soon realized the potential of advertising to monetize it. Which is why we signed up with AdMob.”

Since then, Kiragames has been an enthusiastic adopter of new AdMob features. Two in particular stand out. The first of these was mediation, or the ability to serve ads from multiple networks based on which offers the highest cost per impression.

“Mediation was great for us,” says Aun. “It enabled us to **maximize revenue by injecting competition for ad space**, and to fill inventories in geographical areas where we had previously struggled to sell.”

The second major improvement was the introduction of interstitials, or full-screen ads. “**With these full-screen ads, we doubled our eCPM** (effective cost per thousand impressions), so we doubled our revenue at a stroke without needing to serve any more impressions”, says Aun. “And the ads do not intrude on the gaming experience – as gamers ourselves, that’s very important to us.”



ABOUT INTERSTITIAL ADS

AdMob is one of the world's leading mobile advertising networks, specializing in providing various solutions for app promotion, maximizing ad revenue, and increasing brand awareness on mobile networks. One type of ad it offers are interstitials – rich HTML5 experiences delivered in-app at natural transition points in the user experience.

• For more information, go to:

<https://developers.google.com/mobile-ads-sdk/docs/admob/android/interstitial>

He is also very happy with the experience of working with Google. “The support they offer is really great,” he says. “No other company has done this for us and really got their hands dirty and looked into our problems and our account”.

Kiragames’ revenue has increased 400% since adopting interstitials. “This gives us more freedom to invest in scaling our company and funding other developers’ apps, so we can help publish them,” concludes Aun. **“AdMob is now central to our business strategy.”**