

 **AT A GLANCE****About Select Button**

- selectbutton.jp
- Tokyo, Japan
- Smartphone game developer
- Enjoyed great success with its first product, pet-raising game "Ikiro! Mambo!"

**Goals**

- Boost revenue
- Ensure user experience is not compromised

**Approach**

- Implement AdMob interstitial ads

**Results**

- eCPM with interstitials 300% higher than with banner ads
- 1-day and 7-day retention rates unchanged after implementation of interstitial ads

## ADMOB TRANSFORMS SELECT BUTTON'S REVENUE MODEL, FREEING RESOURCES FOR PRODUCT DEVELOPMENT

It all started when three friends got together to develop smartphone game "Ikiro! Mambo!" ("Live! Sunfish!"). Their company "Select Button" was established in July 2014, with a mission to develop "games that people can't wait to tell their friends about".

**Simple yet effective**

To better monetize its app, the company decided to implement interstitial (full-screen) ads. A fellow developer recommended Google AdMob, which unlike other platforms combines interstitials with a Mediation feature. AdMob is also very easy to implement: After creating an AdMob account and registering their app, developers can simply download the AdMob SDK and integrate it into that app. Ads can then be displayed straight away with no modifications to the app code required.



**"I was amazed by the revenue from interstitial ads, it allowed us to focus on developing our next new game."**

Toraya Nakahata,  
*Director, Select Button*

**AdMob delivers profitable, player-friendly advertising: eCPM up by 300%**

"We wanted to ensure ads were non-disruptive and maintain a positive user experience," explains Director Toraya Nakahata. This was achieved: "Both 1-day and 7-day retention rates for active users are unchanged, plus we have received no negative feedback since implementing interstitials," he says. Moreover, the results far exceeded his expectations. "We had heard that interstitial ads were profitable, but didn't realize just how much income they could generate until we actually implemented them." In fact, eCPM (effective cost per 1,000 impressions) is now 300% higher than with banner ads alone.

## Case Study | Select Button



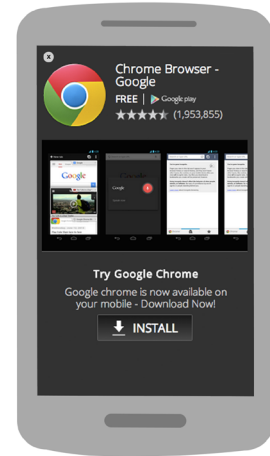
### ABOUT ADMOB

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:  
<http://www.google.com/ads/admob/>



Example of a banner ad



Example of an interstitial ad

### Future monetization strategy

AdMob will play a big part in Select Button's future business. The company will design its next game with interstitial ad placement in mind, and plans to develop tools to manage variables like retention rate and ad display frequency. The aim is always to maximize revenue without compromising the user experience.

The biggest benefit of AdMob is the steady growth it has delivered. "Thanks to interstitial ads, we can now focus fully on developing our next game," says Toraya. "And since revenue per download has increased, we have also been able to reinvest more money back into the business."