



AT A GLANCE

Who they are

- www.dobsoftstudios.com
- Dobsoft Studios is a two-man game development team based in Brisbane, Australia. They are committed to creating fun and addictive games spanning a wide range of genres, and are best known for the 'Gun Fu' series of mobile games.

Goals

- Create fun mobile game apps that are focused on a positive user experience
- Grow their company and offerings from app-generated revenue

Approach

- Switched from an IAP-only monetization strategy to a hybrid monetization model combining IAP (in-app purchases) and in-app ads
- Implement AdMob's IAP House ads to connect with high-value users

Results

- Earned more than half of their revenue from in-app ads
- Grew revenue 6X over 2 months
- Increased Average Revenue Per User by 20%

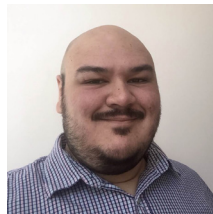
Dobsoft wins big with hybrid monetization model powered by AdMob IAP ads

Dobsoft is an Australian mobile app gaming company that cares about providing a positive user experience. Since 2011, developers Will Dobson and Rowan Edmondson have been dedicated to creating games that are fun and addictive, including Gun Fu: Stickman 2, a gaming app with over 1M downloads. While focusing on their fan base helped them grow, they needed to figure out how to make their app business sustainable.

Adopting a hybrid monetization model

To start building a profitable app business, Dobsoft decided to use an in-app purchase (IAP) model. This gave users the option to buy different weapons or game modes within the game. While this helped to generate some earnings, the company wasn't performing as well as they hoped. They knew that some other popular apps used in-app ads to generate revenue, but Dobsoft was skeptical about how ad placements would affect their user experience.

Not wanting to give up entirely on IAPs, and hesitant about turning solely to ads, the company decided to use a hybrid monetization model.



"We realized that there was one piece of the equation that was missing from our monetization. And it turns out that adding ads to the equation - that was the missing piece."

Will Dobson

Owner, Dobsoft Studios

The company's revenue has increased since bringing ads to the mix, with ads accounting for more than half of their total revenue. "The hybrid monetization model really changed our trajectory. We weren't getting the revenue we needed just on IAP, so using both ads and IAP let us continue to grow when we were just a brand new studio and it allows us to still be operating all these years later."

After incorporating ads into their strategy, the company discovered that they weren't detrimental to the gaming experience. By adding ads in areas that fit and flowed naturally with the app's functionality, Dobsoft found that they could earn additional revenue while providing users with offers. They showed only one interstitial ad every few rounds and used video ads sporadically. "Our philosophy is less is more, this gives a better player experience," says Dobson. Thanks to this consideration and strategy, the company has never received any complaints from users regarding their in-app ads.

ABOUT ADMOB

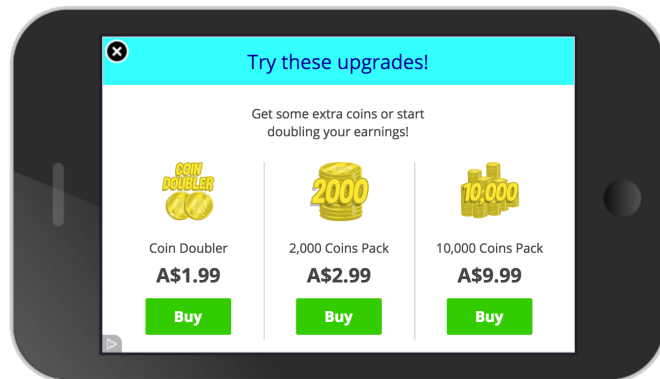
AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can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

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

Since integrating IAP house ads and AdMob ads into their strategy, Dobsoft's revenue grew 6X over 2 months, with average revenue per user **increasing by 20%**.

Maximizing IAP revenue with AdMob IAP House Ads

In May 2015, Dobsoft launched Gun Fu: Stickman 2, a fun gaming app in which users unlock weapons and equipment to attack the enemy and climb the leaderboards. After seeing much success with the hybrid monetization model in its previous apps, the company looked to AdMob's IAP house ads to maximize IAP revenue. These ads enable developers to promote their IAP offerings to users most likely to make a purchase based on Google's proprietary data and models. With AdMob IAP house ads, AdMob shows IAP ads to likely spenders and regular ads to users who are unlikely to spend.



This ad format has proven highly successful, unlocking deep user insights and giving them a greater understanding of who their ideal users are. Since integrating IAP house ads and AdMob ads into their strategy, Dobsoft's revenue grew 6X over 2 months, with average revenue per user increasing by 20%.

Continuing the momentum, Dobsoft is still using the hybrid monetization model, saying that the use of IAP and ads is a "winning combination." With its massive success with Gun Fu: Stickman 2, the company looks forward to continuing their prosperous relationship with AdMob. "We think very highly of AdMob for monetizing," says Dobson, "The implementation is never difficult, it has ample documentation, and we get paid very reliably, which isn't always a guarantee with some other monetization products."