



AT A GLANCE

About Trivia Crack

- www.triviacrack.com

Goals

- Provide users with a free, innovative and attractive app
- Monetize with AdMob ads
- Add local content for each market to make relevant and enjoyable experiences for users

Approach

- Translate the game into 11 different languages
- Personalize the advertising experience with banners and interstitial ads

Results

- Built a presence in 22 countries
- Acquired more than 125 million users
- Earned 50% of its revenue through ads
- Achieved over 800,000 daily downloads worldwide

Trivia Crack: The Mobile App that took the world by storm

It's a fact – applications are the favorite way for users to access content on their mobile devices. Within this large market, one app has succeeded in standing out and positioning itself unlike any other in the Americas: Trivia Crack. Trivia Crack is an internationally successful app developed by Argentine company Etermax. More than just an addictive game, Trivia Crack has become an advertising tool capable of reaching a massive audience.



“Mobile isn't the future, mobile is the present. Companies that fail to understand this are missing out on an opportunity to send out their brands' messages to the users in the most effective way.”

*Maximo Cavazzani,
CEO of Etermax*

Changing Focus

When it was established in 2009 in Buenos Aires, Argentina, innovative app developer Etermax aimed at the financial market. Today, its focus is considerably different. It wasn't until 2011 that the company began to reorient their business model, dabbling in developing smartphone games. Its first experience in mobile game apps was Aworded – a huge success that ranked as the most downloaded app in Spain in 2012, with more than 30 million downloads, or approximately 25,000 per day. This app reached 1.5 million daily active users.

Etermax noticed the trend of the last few years: users are on their mobile devices all the time, wherever they are. Paul Del Pin, Director of Sales and Marketing at Etermax, claims, “The challenge for brands and agencies is to accept a paradigm shift in terms of advertising investment, giving mobile the importance it deserves, because advertising through apps is the only way they will be able to solve the dilemma of how to reach out to their clients in today's context.”

Response to Success

“After Aworded, I realized that most trivia games lacked the elements that make a game both attractive and addictive. So, I decided to put a twist on the classic questions game. That's how Trivia Crack was born,” explains Maximo Cavazzani, CEO of Etermax. “We have always been 100% focused on the product: we make games that we'd like to play.” It's that type of thinking that catapulted Trivia Crack to the number one spot on Google Play's Top Apps list², as well as coming in third place on Google's list of the 100 best games of 2014.

Only a few months after its launch, Trivia Crack became extremely popular with Latin American audiences. Today, it's conquering new markets that the company never dreamed of reaching. The key to their expansion? Using AdMob to show ads worldwide with top fill rate, Etermax was able to successfully go global. Coupled with high-quality questions with local, dynamic content they were able

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>

Etermax was able to **increase its earnings by almost 50%** using AdMob banners and interstitial ads within its apps

More and more, it's our mobile devices that connect us to the content we crave. For Latin American consumers, the numbers tell the story: **68% of Argentines, 74% of Mexicans, and 73% of Brazilians** can't leave home without their smartphones²

Sources

1. App Annie, December 2014.
2. Latin American market study, Google and Ipsos, 2014.



to forge a unique bond with users in each country. "Mobile video games offer innovative and positive experiences; users spend more time on their mobile devices than on other types of media and pay more attention, increasing their ability to remember the content they see," points out Ezequiel Mottillo, Creative Director at Etermax.

From the Small Screen to the Big Screen

Faced with the challenge of generating revenue from users' in-app purchases, Etermax decided to finance its app through mobile ads with AdMob.

With the ability to include banners and interstitial ads from over a million Google advertisers around the world within its apps, Etermax was able to increase its earnings by almost 50%.

"The biggest advantage of AdMob is the volume of advertisements available. AdMob allows us to leverage advertising traffic in any country in the world, any time of day, all year long. Other advertising providers specialize in just a few countries and their inventory is usually much more limited. With AdMob, we can be sure that we will always be able to turn a profit on our ad spots in any part of the world," says Paul Del Pin.

The app's success with mobile was just a starting point for the company to expand. The television industry saw Trivia Crack as a new and valuable way of interacting with mobile users who are otherwise difficult to reach through TV, so Trivia Crack made it to the TV screen. Ezequiel Mottillo explains, "The challenge was to create a brand that goes beyond the game. Trivia Crack's visual identity has been essential in promoting users' relationship with the game outside of their smartphones, through TV programs and our line of toys."

In 2014, Etermax executives granted Trivia Crack's television rights to Televisa, to commercialize the show in different countries. The Trivia Crack app had already reached 3 million mobile users in Argentina, so Telef , one of the top TV channels there, jumped at the opportunity for the rights, giving fans a new way to enjoy the popular game.

By integrating mobile with a traditional media outlet like television, the app was able to add another element to its already successful trajectory, while generating impressive benefits for the company.