



AT A GLANCE

About FEO Media

- <http://www.feomedia.com>

FEO Media was founded by two pair of brothers back in 2010. The company's goal is to educate the world through fun social games.

Goals

- Create a unique and engaging app experience for users based on their location
- Grow revenue and cultivate a loyal user base

Approach

- Use high-quality, tailored ads to drive revenue and deliver an enjoyable ad experience
- Monetize their app using a freemium model, focusing on fill rates, improved traffic and winning CPMs
- Capitalize on organic growth via merchandising opportunities and social sharing to grow their user base

Results

- Grew company from 4 employees to over 40
- Reached the #1 position in the top charts for apps in Germany
- Scaled company through TV presence, board game merchandising and book publishing
- Achieved 300M ad requests and 400K app downloads on Android daily
- Reached 100M ad impressions with 100% fill rate with AdMob
- Grew their user base to 55M unique users globally

FEO Media's QuizClash wins local markets on a global scale with AdMob

Looking to combine education with a fun gaming experience, four lifelong friends made up of two sets of brothers teamed up to create FEO Media. However, becoming a profitable and global success didn't happen overnight. The four faced hard times when getting started. Having limited cash flow, FEO Media entered the expanding mobile app world, holding onto hope that they could turn their challenges into something big – and their perseverance certainly paid off. In just 3 short years, FEO Media has grown their company from four founders to a team of over 40 employees, thanks to their mobile app, QuizClash.



"Ads are a huge chunk of our revenue, and the extra money we've gained from AdMob's CPMs going up has changed the future of our company, allowing us to scale and grow the company and expand into new markets."

*Henrik Willstedt
Founder and CMO*

Building a team and a dream

In 2010, brothers Henrik and Robert Willstedt teamed up with childhood friends, brothers Kalle and Olle Landin, to start a business. In a small town just outside of Gothenburg, Sweden, they formed FEO Media. The four came from very different backgrounds. One was a teacher, one a TV producer, and two were programmers, but they had one thing in common – a desire to do great things.

Focused on building an educational gaming experience, the group came up with the idea for a social quiz app – and QuizClash was born. With QuizClash, users challenge their friends and other players to six rounds of three questions in trivia from categories like history, food, sports, music, and more. The game was a huge success and achieved 400K app downloads on Android daily.

Developing a local gaming experience around the world

After creating QuizClash, the group needed to figure out the best way to bring the game to market. In August of 2012, they released it in their native Sweden through social media sharing and word of mouth. Within 4 short days, the game reached the top 5 apps overall on iOS in Sweden. Today, the app is localized for over 21 markets, drawing in 55M unique users from all over the globe.

What was the key to their massive success across such diverse markets? Effective and relevant localization, says Henrik Willstedt, CMO of FEO Media. "One important part of localization is not trying to take shortcuts. If you're moving into a new market, make sure that the impression the end user will have is that this game is not only made for this market but by this market," says Willstedt.



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>

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– Henrik Willstedt, Founder and CMO, FEO Media

AdMob turns popularity into profitability

The company quickly realized they needed a way to capitalize on their growing user base and that’s when they turned to AdMob. Working with AdMob for over 3 years, FEO Media has seen phenomenal success using a freemium model to drive revenue around the world. “One key benefit of AdMob is the quality of the ads,” says Willstedt, “AdMob has a big volume of ads but is able to keep up with the quality, which is a great benefit. There’s security for us that even in remote markets AdMob is really available to deliver ads.”

Now that mobile is taking off, AdMob’s CPMs have been growing steadily. “Ads are a huge chunk of our revenue, and the extra money we’ve gained from AdMob’s CPMs going up has changed the future of our company, allowing us to scale and grow the company and expand into new markets,” says Willstedt. Thanks to AdMob and using eCPM Floors, FEO Media has increased its AdMob revenue by 50%. They have been able to scale up their market presence, and at times, have had over 100M ad impressions with 100% fill rate.

Success and the road to the future

Today, QuizClash is a popular television program that enables viewers at home to interact via the app. The company has also since released a book and board game. Going forward, FEO Media says they will keep looking to AdMob’s optimization and innovation to help them expand. “An extremely positive thing with AdMob is that there’s a very local market with our ads. We can see very localized content - other ad networks might not be as niche. It is amazing with AdMob that we can penetrate different markets around the world,” says Willstedt.