

FINGERSOFT GETS THEIR APP BUSINESS OFF THE GROUND WITH GOOGLE ADMOB.



ABOUT FINGERSOFT

• www.fingersoft.net



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Toni Fingerroos, founder and CEO, Fingersoft

Pedal to the metal

When Toni Fingerroos, founder and CEO of Fingersoft, started developing 'Hill Climb Racing,' he had little idea he was about to create not only an addictive mobile game app, but also a phenomenon. 'Hill Climb Racing' became a breakout hit, reaching #1 on iPhone in a single week after first topping the chart on the Google Play store. He completed the Android version of the app solo, spending 16 hours a day – finishing the game in a stunningly short three months. The iOS version was created with a team of just two.

In the game, users assume the role of Newton Bill, a young aspiring uphill racer. He is about to embark on a journey that takes him to where no ride has ever been before. Users face the challenges of many unique hill-climbing environments. They can gain bonuses from daring tricks and collect coins to upgrade their cars and reach even higher distances. Gamers can upgrade vehicles, progress through eight stages or levels, and hear louder roars with the addition of a more powerful engine.

Purchasing coins allows users to progress through stages faster, and this is where Fingersoft makes 60% of its income; however, making in-app purchases is not required. All content can be unlocked simply by playing the game. The other 40% of revenue comes through advertising, with AdMob acquiring the lion's share of impressions.

Monetization foundation: Google AdMob

'Hill Climb Racing' isn't the only game or app title from Fingersoft, a small Finnish company with a staff of three covering everything from development to administration. Other apps, created in 2011 and 2012, include 'Cartoon Camera,' and 'Night Vision Camera.' All of Fingersoft's apps for mobile devices are monetized through Google AdMob. The company relies heavily on AdMob house ads – a way to cross-promote all the Fingersoft properties by trafficking ads across all Fingersoft apps at no charge.

Because of AdMob's high ad fill rates and good effective cost per thousand impressions (eCPM), Fingersoft was able to re-invest the required effort and resources into developing 'Hill Climb Racing.' Most of Fingersoft's revenue before the introduction 'Hill Climb Racing' was generated through Google AdMob ads deployed within the previous camera apps.

"A large ad pool means developers like us don't need to worry about managing unfilled impressions or be concerned about their ad network keeping up as they achieve scale," says Fingerroos. "The speed at which developers can reach massive download counts and the fact that app updates are required for changing monetization solutions make ad network scalability a serious consideration – and scalability has never been a concern with AdMob."



AT A GLANCE

What they did:

- Monetized through simple, far-reaching platform
- Managed app store reviews
- Made ads complementary to the gaming experience
- Used AdMob to increase downloads through in-app cross-promotion

What they accomplished:

- Earned revenue through in-app purchases
- Garnered nearly 100% fill rate and good eCPM with AdMob
- Fill rate has remained consistently high, even as ad requests have increased by almost 500% in 6 months
- 52% of the AdMob revenue from the Android app comes from Europe

A fast climb for a free app

Since its introduction, 'Hill Climb Racing' has accumulated 70 million downloads on Android and iOS, with about 21 million stemming from the iOS edition of the game. Within the first week, the game – which is available for free – accumulated 1.5 million downloads on iOS alone.

"I created the app in such a short time that it felt a bit strange to be at the top of the download charts all the sudden and be getting such great reviews. Right away, the ad revenue from AdMob started pouring in," Fingerroos says.

AdMob revs up income

When it came to generating income for 'Hill Climb Racing,' Fingersoft, once again, put AdMob top of the list to connect with advertisers looking to reach users across platforms, including Android and iOS. For Fingerroos, AdMob is considered the foundation of app monetization and promotion.

For Toni, AdMob made sense because it is the biggest ad network for mobile apps, with tens of thousands of advertisers, and it had produced reliable income for him in the past.

For 'Hill Climb Racing,' the Fingersoft team kept its AdMob strategies and formats simple: they used only banner ads and placed them at the bottom of the screen to be less obtrusive. If players wish, they can purchase coins and hide ads altogether.

The company uses other mobile ad networks in addition to AdMob to augment income for its apps, but considers AdMob the cornerstone. "AdMob has a fill rate reaching close to 100% and great eCPM, so AdMob is really a necessity for us in making money on our free apps," says Fingerroos. "We never need to worry about unfilled impressions and can reach massive download counts quickly. AdMob makes it easy to scale and monetize quickly."

Maximal income

To keep users satisfied, Fingersoft keeps a pulse on their comments on social channels as well as on app marketplaces such as Google Play. Fingerroos then adjusts code for the game accordingly. Users also can share their results from playing the game on social media networks, and this, in turn, drives new downloads.

For 'Hill Climb Racing,' success relies on engaging large numbers of players and garnering significant eCPM value, with AdMob being the pivotal advertising medium. The income from coin purchases and advertising allows the Fingersoft team to develop new apps and games. "AdMob is a solid platform that is exceptionally easy to use," says Fingerroos. "The AdMob income, which is substantial, started coming in right away. I was very surprised and pleased, especially because our marketing budget is zero today."