

# Holaverse uses AdMob Native Ads to create a beautiful and relevant user experience while maximizing revenue



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- Feng Xie, Holaverse CEO

## Designing a simple, yet personalized app experience

Holaverse is the young Android app developer behind Hola Launcher, an app that allows users to change how their home screens look and behave. Added functionality such as Gestures and Smart Folders help users simplify, while a vast library of optional themes, wallpapers, and appearance settings empower users to personalize their Android mobile experience.

Hola Launcher's combination of simplicity and personalization propelled the app's popularity among Android users, achieving over 100 million downloads in less than nine months on Google Play. Now, with so many users, Holaverse sought a way to monetize their growth.

## Monetizing success with AdMob

Knowing AdMob has a great reputation for its global reach and industry-leading fill rates, Holaverse decided to integrate AdMob into its app strategy. Firmly believing that the user experience is key, Holaverse chose to monetize with native ads to provide relevant and tailored ad content without disrupting the user experience they carefully built.

"As developers, the challenge is in creating a beautiful experience for the user," says Xie Feng, Holaverse CEO, "AdMob native ads allow us to do that by delivering relevant ads in a format that matches the look and feel of our app. Such an experience was not possible before."

holaverse  
forward.

### GOALS

- Use AdMob ads to generate revenue without compromising user experience
- Deliver relevant ads in a format that matched the look and feel of the app

### APPROACH

- Worked with AdMob team to optimize and implement native ads

### RESULTS

- Overall revenue grew by 10% in just one month
- Generated over 4K in revenue in a single day from one native ad slot
- Expanding team as a result of increased revenue

While maintaining the user experience with ads that match the appearance and behavior of the app, Holaverse saw its overall revenue increase by 10% in just one month. From just one native ad slot, they earned over 4K USD in a single day. According to Xie Feng, "AdMob's global coverage has allowed us to serve ads to millions of users around the globe, maximizing our revenue opportunities. This, in our opinion, is one of AdMob's greatest strengths."

## Native ads maximize cost-efficiency and spur app growth around the world

Working closely together, AdMob and Holaverse first successfully implemented native ads into Hola Launcher and now continue to optimize monetization performance. "We never feel we were alone thanks to the AdMob team's continuous support," says Xie Feng.

Better monetization has directly resulted in more growth. Holaverse has doubled from a team of 60 to 120 over the past half year, setting their sights on tackling new challenges, developing new apps, and finding more ways to not only improve the mobile user experience but also the mobile internet experience as a whole.

## 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>

