LIQUIDUM

◉ AT A GLANCE

About Liquidum
• liquidum.com

Goals
• Reach a broad audience around the world
• Increase mobile app revenue

Approach
• Switched to AdMob, changing from a premium model of charging per app download to free app downloads with relevant ads and offers
• Deliver relevant ads to users with Google Demographics and Interest Categories targeting tools
• Leverage Google Analytics to optimize for success
• Use Google Play's billing and translation capabilities to drive installs and improve workflow

Results
• Achieved a 98.2% fill rate with AdMob
• Grew revenue by 8x
• Increased revenue from $5K per month to $40K per month
• Drove 15M installs throughout the past year with Google Play

Liquidum Optimizes Free Apps into Moneymakers

When your mobile phone needs a speed boost, Liquidum wants you to think of them first. Founded by an enterprising team of seasoned engineers and creative talent, Liquidum specializes in creating mobile utility apps for both Android and iOS. Their beautifully designed, easy-to-use – and free – apps have been downloaded by more than 25 million iOS and Android users worldwide.

> **"AdMob has given us a 98.2% fill rate worldwide, and our revenue has increased by 8x times. Even by serving ads to only 20% of our audience per day, our monthly revenue for The Cleaner has gone from $5k to $40k with AdMob.**
>
> *Tuan Bach Quoc*
> *Liquidum Application Development Director*

From premium to freemium with AdMob

In the beginning, Liquidum published their apps using a premium model, charging per download. Although they saw limited success, they wanted to reach a wider audience and increase revenue. They decided to move away from the premium approach and give AdMob a try. Through in-app advertising, they were able to offer their apps for free and provide users with relevant ads and offers later.

Since their apps are now free to download, Liquidum has been able to significantly grow their user base in the past year-and-a-half since adopting AdMob and have seen their revenue skyrocket.

Their most popular app, The Cleaner for Android, is a phone management utility that allows users to monitor and control the activity of apps running on their phone. "We are very happy with the current interstitials implementation in The Cleaner. According to our Google Analytics metrics, we haven't seen any decrease in retention at all since we introduced interstitials. In fact, we've seen retention go up slightly from 45% to 48%. We think this reflects the quality of the ad implementation in our product, as well as the quality of the ad targeting itself," said Tuan Bach Quoc, Liquidum's Application Development Director.

Optimizing for big success with Google Analytics and Google Play

With AdMob's stable integration and proven performance, Liquidum now has the opportunity to further capitalize on their success. Powerful metrics provided by Google Analytics allow Liquidum to better understand their users and optimize their apps to be responsive to needs and purchase behaviors.

With its billing system, translation ability, testing tools and worldwide scale, Liquidum has found Google Play to be an indispensable part of their workflow.

? ABOUT INTERSTITIAL ADS

Interstitial ads present rich HTML5 experiences or "web apps" at natural app transition points such as launch, video pre-roll or game level load. Web apps are in-app browsing experiences with a simple close button – the content provides its own internal navigation scheme. Developers can even offer in-app purchase promotion ads to their users.

Vahid Ghaffari, Liquidum UI UX Manager, says of their success with Play, "Through Google Play, we've received over 15 million installs in the past year alone – far beyond any other store we've ever used for app distribution."

A bright future with AdMob

With such impressive results, Liquidum plans to continue using Google's mobile solutions in the future to help them maximize their user base, deliver tailored offers users really want – and, of course, to become a household name worldwide for their elegant and efficient mobile utilities.

? 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