Sohomob Limited partners with AdMob to grow 3X

"AdMob is the most comprehensive and reliable product in the market."

- Daniel Ho, co-founder, Sohomob

Founded in 2011 in Hong Kong, Sohomob is known for numerous successful mobile board game apps with a community that offers cross-platform game play.

Sohomob's main focus has been engaging players in the the Asia Pacific market. In order to grow, the company needed to learn how to monetize and scale their apps in a way that didn't interfere with social game play.

A quality gaming experience for all

Sohomob prides themselves in delivering high-quality games to us-ers. They focused on making the games simple, with an easy-to-nav-igate interface and flow. They have also put an emphasis on beauti-ful, functional design for their games. Their games attracted players throughout the Asia Pacific region – with Battle Ludo receiving over 10M downloads.

Monetizing success

Sohomob Limited turned to AdMob to capitalize on their growing user base and implemented a variety of ad formats into their games: banners, interstitials, and videos. By showing ads in between ses-sions, Sohomob was able to to engage users without disrupting the gaming experience. Adding ad network optimization and mediation helped maximize earnings for ad placements. The result was **a 300% growth in total revenue**.

SOHO MOB
www.sohomob.com

GOALS

- Grow user base and scale to a global audience

- Increase revenue and improve monetization strategy

- Cross-promote apps to existing user base

APPROACH

- Implement a variety of ad formats, including banners, interstitials, and video

- Leverage mediation and ad network optimization floors to improve results

- Drive more users to their other gaming apps with House Ads for cross-promotion

RESULTS

- Over 25M downloads

- 300% increase in total revenue

Building momentum

To foster success across all of their app offerings, the company needed to cross-promote their games. Using a combination of house ads and IAP house ads, Sohomob was able to connect with the audience, while introducing them to in-app purchases and other apps.

The company is not stopping there. Sohomob aims to build the largest social board game community in the world. They're marketing several apps beyond the Asia Pacific market, in localized languages to attract board game lovers from around the world.

Sohomob's banner ad