



Spooky House grows ad requests by 300% with cross-channel app promotion



At a Glance

About Spooky House

- www.spookyhousestudios.com
- Develops innovative mobile game apps for iOS and Android
- More than 8M unique users worldwide
- Located in Germany

Goal

- Grow in-app advertising revenue by increasing user base through app promotion.
- Use analytics data to improve app experience and increase engagement.

Solution

- Drive free app downloads through cross promotion, house ads and social media.
- Leverage paid advertising to grow user base at scale.

Results

- 300% increase in monthly ad requests
- 250% increase in new users

Overview

It is an exciting time to be an app developer. With smartphone adoption growing rapidly all over the world, there are more consumers than ever looking for their new favorite app. There is also more competition in the app marketplaces to win these new users, making a clear user acquisition strategy and monetization plan an essential part of any successful app launch.

Building a quality product is the first step - then consider how to leverage marketing, distribution and different monetization options to ensure your app will thrive once released. With more than 8M users, popular developer Spooky House Studios shows how integrated marketing aimed at driving new user acquisition and detailed tracking can drive in-app advertising revenue growth across platforms.

“At Spooky House Studios, we learned early on that serving ads in our applications was only the first step to successful monetization. Using data to improve the app for our existing users and marketing to acquire new downloads was key to increasing revenue.”

— Andrei Gradinari, Founder, Spooky House Studios.

Build high quality applications that users will enjoy again and again

Andrei Gradinari, Founder of Spooky House Studios, has been involved with three app development companies, including Backflip Studios. Watching the growth and evolution of app business models as the smartphone market took off inspired him to start Spooky House Studios.

Spooky House focuses on building high quality applications that encourage repeat usage. Regardless of your monetization strategy, a quality application is the first step. Retaining users is key to steady revenue.

Starting on the mobile platforms with the most users enabled Spooky House to focus development time on applications with the most potential to generate revenue. They developed for iOS first and then expanded their most popular apps to Android.

While primarily monetizing through in-app advertising revenue from AdMob and AdSense, Spooky House has also experimented with creating both a paid and lite version of their games. A lite version gives users a preview of the game before they purchase the full, paid version. The most successful developers leverage a combination of different monetization strategies to build their business.



About AdMob

In May 2010 Google acquired AdMob, a leading mobile advertising network that serves billions of mobile banner and text ads a month across a wide range of leading mobile websites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic.

Visit www.admob.com for more information.

Combine cross promotion, house ads, social media and paid advertising to expand your user base

When monetizing through in-app advertising, it's important to both maintain and expand your user base to grow advertising revenue over time. Spooky House uses a variety of promotion strategies to acquire new users.

Cross promotion between applications is a free way to generate new downloads. In addition to running house ads in your own applications, make friends with other developers and trade inventory to expand reach. Make it easy for users to share your apps with their friends through social media by running house ads linking to Twitter or Facebook.

Paid promotion through mobile advertising is the most efficient way to grow your user base and gain exposure that you would not be able to get otherwise. To make the most of your advertising budget, conduct market research before starting a campaign. Estimate the potential return you will receive by focusing marketing on specific country and run small tests in key markets. Keep campaigns targeted and learn from test promotion data before scaling to new countries.

By taking advantage of different promotion methods and closely evaluating campaign data, you can make sure that advertising with worth the return on investment. Manage ad costs against conversion rate and cost-per-install and calculate user value in the markets you are promoting in. Tying revenue increases back to advertising budget is essential to confirm positive return on investment.



House ad cross-promoting Doodle Train title

House ad encouraging sharing through social media

Bubble Explore ad running on the AdMob network

Tips for developers looking to build a business, not an app:

- 1. Create a great app that keeps users coming back.** Repeat usage is critical if you are monetizing through in-app advertising.
- 2. Build your user base in a smart way.** Combine free and paid promotion efforts to drive downloads and cost-effectively acquire new users.
- 3. Learn from your users.** Improve your apps to keep the experience great for them. Keeping existing users is always cheaper than acquiring new ones.

Learn from and design for your users to keep them coming back

A well executed promotion strategy is only one part of ongoing revenue growth. Spooky House leverages a mobile analytics package to understand how users are engaging with their apps. By implementing event tracking to examine user paths, they learn from user behavior and take this knowledge to improve user experience and increase usage.

Mobile analytics also enables Spooky House to understand how ad position impacts ad CTR in different games. By testing and optimizing based off this data, they are able to maximize user engagement with advertising while maintaining a great experience for players.

By combining thoughtful marketing and rich analytics insights, Spooky House built a sustainable business with their mobile games. Marketing efforts have resulted in up to a 300% increase in monthly ad requests and a 250% increase in monthly new users.

