

Yodo1 achieves global success with AdMob video interstitials



"AdMob's video interstitial ads make an attractive format and bring in higher revenues than other interstitial ads, making them a great fit with our gaming apps."

- Henry Fong, Yodo1 CEO

Founded in 2011, China-based game publisher Yodo1, helps users discover exciting new games. AdMob was a key partner in their global strategy.

Leading game experiences

Yodo1 focuses on discovering, distributing and promoting high quality games in China and around the world. Yodo1 is well known for its high standards, partnering with over 60 gaming titles including Ski Safari, Cut the Rope 2, and Crossy Road.

To share these games globally, Yodo1 partnered with Google Play for distribution. With Google Play, the company was able to promote its apps beyond China and connect with a global audience. However driving awareness wasn't the company's only goal – Yodo1 also needed a way to make money with ads.

A winning monetization strategy

Yodo1 needed a way to monetize while maintaining a positive user experience and reputation for quality. At first, the company integrated banner ads into its apps. The results proved promising – banners grew revenue and didn't drive users away. Yodo1 then decided to go a step further and give other ad formats a try.

Next were interstitials, including text, image, and video. This innovative format proved highly effective, appearing at natural break points within the games. Thanks to interstitials, Yodo1 maintained a positive user and engaging experience while driving revenue.



GOALS

- Scale reach to connect with a global audience
- Create engaging and enjoyable user experiences
- Grow revenue across a variety of gaming apps

APPROACH

- Distribute games through Google Play to reach users around the world
- Implement banner ads to drive effective monetization
- Use interstitial ad formats to keep the user experience positive

RESULTS

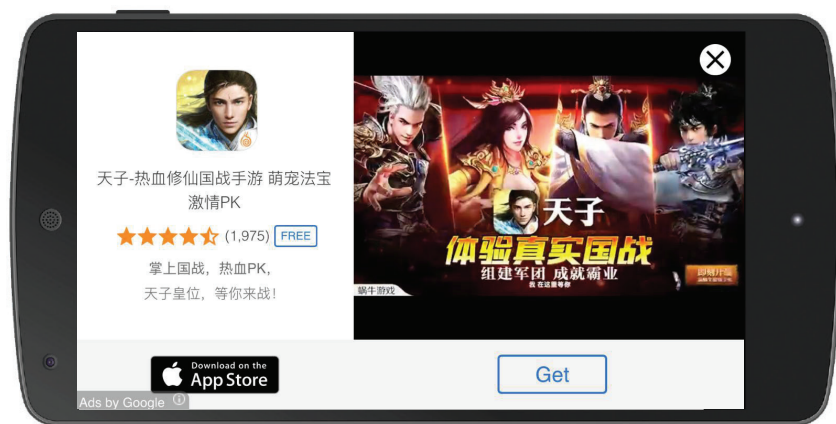
- Grew ad revenues by 1450% MoM
- Achieved an eCPM high of \$9.13
- Maintained a stable eCPM between \$7.30 and \$8.22

After seeing good results from banners and interstitials, Yodo1 decided to extend its ad strategy to all of its other mobile games.

Growing success with effective ads

Yodo1's winning combination of banner ads and video interstitials delivered a 1450% MoM increase in ad revenue. eCPMs reached a high of \$9.13 and have remained stable between \$7.30 and \$8.22, keeping growth steady.

Thanks to AdMob, Yodo1 has successfully moved into a global market and has continued to grow. When asked what makes AdMob great, Yodo1's CEO, Henry Fong, said "AdMob's video interstitial ads make an attractive format and bring in higher revenues than other interstitial ads, making them a great fit with our gaming apps."



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>