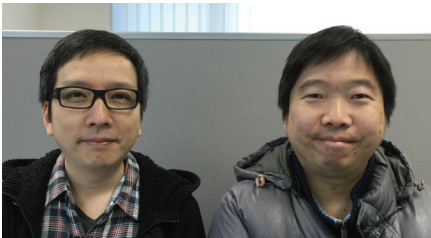


# From hobby to lucrative app gaming business: How Balloon Island grew with AdMob



*"With AdMob taking care of the revenue part, we can focus on doing the fun part, which is making great games for our users."*

*- Tenny Woo, Director and Frankie Lee, CTO*

In 2011, after 20 years of working a job that didn't tap into his passion, Tenny Woo decided to start developing gaming apps on the side to express his creativity.

Today, Woo is the Managing Director of Balloon Island, a successful Hong Kong-based mobile gaming company with more than 1M downloads popular casual games like Ultimate Jewel, Star Gems, and Lollipops series. After seeing rapid growth, Balloon Island needed a global partner who could help them monetize their success.

## Focused on the player experience

For Balloon Island, keeping players entertained and engaged is the key to success. As a result, the company focused on delivering a great experience to players.

Balloon Island developed apps for both Android and iOS to make their games more widely accessible. However, they needed to connect with ideal audiences on a global scale. Woo knew from past experience that it was important to have a reliable business partner to achieve business goals. That's when Woo decided to turn to AdMob because of its strong reputation for support and massive global reach.

## Implementing ads in a non-intrusive way

Balloon Island wanted to earn money while providing a great experience for players. At first, they were concerned that ads could lead to



## GOALS

- Maximize revenue and results using in-app ads
- Implement ads that deliver a positive, non-disruptive app experience for players

## APPROACH

- Monetize apps with banner and interstitial ad formats
- Partner with Google to connect with more users similar to their audience around the world

## RESULTS

- Grew revenue by 150% to \$2K dollars daily
- Increased ad inventory by more than 4M daily

poor user experience, interrupting gameplay. To avoid this, they used a combination of banner ads and interstitial ad formats, showing relevant messaging and creative to players while keeping the user experience intact.

## Growing revenue

After implementing ads, they took advantage of AdMob Mediation to make sure they got the most money possible for ad space. This strategy enabled Balloon Island to **grow revenue by 150% to \$2K dollars daily** and its **ad inventory to more than 4M daily**. This has helped the company to continue its steady growth and keep earning.



*Banner ad in Ultimate Jewel*

## 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>