PubMatic

HOW A LEADING CHINESE MOBILE GAME DEVELOPER INCREASED IN-APP BANNER REVENUE WITH PUBMATIC

A leading developer of mobile casual games, specialising in puzzle and word games, this Chinese mobile app developer has a global customer base of more than 40 million users.

THE CHALLENGE

Choosing the right in-app monetisation solution helps to scale demand and improve the user experience of an app. Mediation platforms are often favoured by app developers as a means to consolidate many ad networks into a single SDK integration. By comparing historical CPMs from the various demand sources, a mediation platform organises these demand sources into a sequential 'waterfall' set up.

The mobile game developer was initially reliant on a well-known, proprietary black box mediation solution that was connected to demand sources running only performance campaigns. As a result, they were seeing poor performance on their banner inventory – low eCPMs and poor fill rates. As a casual game developer, effectively monetising banner ads is critical for this developer. They turned to PubMatic to explore opening up their banner inventory to global brand spend.

THE SOLUTION: PUBMATIC OPENWRAP SDK

OpenWrap SDK integrates multiple demand partners, including major ad exchanges and DSPs running brand campaigns. Developers can leverage enterprise-grade analytics to uncover new insights on optimizing yield and managing demand partners in a cloud-based UI—without requiring changes to their SDK, app, or app store approval.

Demand sources compete for inventory in a unified auction based on real-time prices – a business model that offers publishers efficiency, transparency, and more revenue. OpenWrap SDK can be integrated into an existing mediation solution or a variety of ad servers, or deployed as a standalone monetisation solution.

SUCCESS BY THE NUMBERS

By integrating PubMatic's OpenWrap SDK into their existing mediation solution, the mobile game developer opened their banner inventory to global brand spend and saw significant uplifts in eCPM, fill rate, and average revenue per user (ARPU).*

14%
Daily average
eCPM lift [1]

10.6%
Daily average
fill rate lift [2]

16.4%
Daily ARPU lift [3]

* Based on data from August to September 2021
[1] Based on daily average eCPM from display banner ad units monetized on the open marketplace before vs after implementing OpenWrap SDK

[2] Based on daily average fill rate before vs after implementing OpenWrap SDK
[3] Based on the daily average revenue per user before vs after OWSDK