

CASE STUDY: OPENWRAP SDK

HOW LEARNINGS CASUAL GAME DEVELOPER LEARNINGS INCREASED REVENUE 40% WITH PUBMATIC

Founded in 2016, Learnings is one of the leading mobile gaming publishers in China. Focused on casual games, the publisher has over 70 million monthly active users across the world.

THE CHALLENGE

Casual games, such as colouring, puzzles or solitaire, typically have fewer items for in-app purchase than core games, nor do they have the same dedicated user base. In-app advertising is therefore a crucial revenue source for casual game developers, with banner ads making up a large part of programmatic inventory.

Learnings has its own in-house mediation platform and historically worked with a variety of ad networks and exchanges specializing in performance ads. However, Learnings discovered that performance ad campaigns, unlike ad campaigns from major brands, seldom adjust ad spend for major events or holidays. This meant Learnings was missing out on potential revenue.

Keen to explore ways to improve in-app revenue during peak advertising seasons, the publisher turned to PubMatic for help.

SUCCESS BY THE NUMBERS

By integrating PubMatic OpenWrap SDK into their in-house mediation platform, Learnings saw a significant uplift in both eCPM and revenue per user from banner ad inventory during shopping season in the last quarter of 2021.*

40%
eCPM Uplift¹

30%
ARPU Uplift²

*Learnings internal data; data from Q4, 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 the daily average revenue per user before vs after OpenWrap SDK

THE SOLUTION: OPENWRAP SDK

PubMatic's Prebid-based OpenWrap SDK seamlessly integrates 150+ demand partners, including major ad exchanges and DSPs, and allows publishers to leverage enterprise-grade analytics.

Through PubMatic's strategic partnerships with leading demand partners and customer-centric solutions, Learnings gained access to premium ad spend from high-value brands through PMP deals and auction packages, including a leading global e-commerce platform.

By leveraging OpenWrap SDK, Learnings also gained increased access to multiple demand sources via the open marketplace. This provided additional revenue as retail and FMCG advertisers traditionally run ad campaigns with higher budgets.

“ PubMatic OpenWrap SDK enabled us to capture brand spend and drive improved banner inventory monetization performance. With a dedicated experienced team in the local market, PubMatic has a deep understanding of our business and provides end-to-end support. We trust PubMatic as a critical monetization partner. ”

KAREN WANG
HEAD OF MONETIZATION
LEARNINGS