



REVENUE INCREASE

WOobi.BOARD PROMOTION QUADRUPLED REVENUES WITH AN INCREASE OF 104% IN CONVERSION RATE

CHARACTERISTICS

Axes05 MMO RPG
Game Publisher

OBJECTIVE

Offerwall promotion to drive monetization of non paying players while maintaining a high-quality gaming experience



THE SOLUTION

RUNNING A 2 WEEK OFFERWALL PROMOTION

with a clickable banner on the landing page, in-shop and the game launcher - rewarding the player with 20% extra tokens throughout the duration of the promotion



KEY BENEFITS INTEGRATING THE WOobi PLATFORM

- 1 Significant Revenue increase through monetization of non paying players.
- 2 Premium user experience.
- 3 Significant increase in user life-time-value (LTV).
- 4 Tailored solutions integrated directly into the gameflow.
- 5 Driving higher engagement levels and longer game sessions, while maintaining and even increasing IAP revenue.

RESULTS



10 minute integration ● SDK or Server-to-Server API Integration ● Supporting: Web, Native, Unity, AdobeAir and cocos2d SDK's ● Server Side Customization



"We started working with Woobi (formely: Tokenads) back in 2012. At the very beginning we somehow skeptical about the ability of offerwall solution to generate a relevant source of income for us. The results so far have clearly exceeded our expectations. Offerwall have shifted from "nice to have" into a key part of our business. We have tried other solutions, but Woobi is still our best performing provider."

axes05 Mariano Martire
C.F.O. Axes05.com

"Our collaboration with Woobi comes from the early days in desktop games. Thanks to Woobi we could significantly increase our advertising across any platform, both desktop and mobile, while increasing users' LTV."

playspace Alfonso Villar
CO-Founder & CEO of PlaySpace

"Woobi has provided us and our users with best achievement. We are much appreciated at outcome and cooperation provided by Woobi. We definitely looking forward for long-term partnership."

softnyx Ryan Kim
Project Manager at Softnyx

WE DO IN-GAME ADVERTISING

We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



IN-GAME ADVERTISING FUELED BY DMA

1. DMA (Dynamic Mindset Advertising) is an algorithm based technology which is integrated directly into games.
2. DMA studies playin g patterns and learns when and how to engages with a user.
3. It's about targeting precisely the right audience, at precisely the right moment, in precisely the right manner.
4. It's about creating the perfect user and brand experience.

