



REVENUE INCREASE AND 20% INCREASE IN PLAYING TIME!

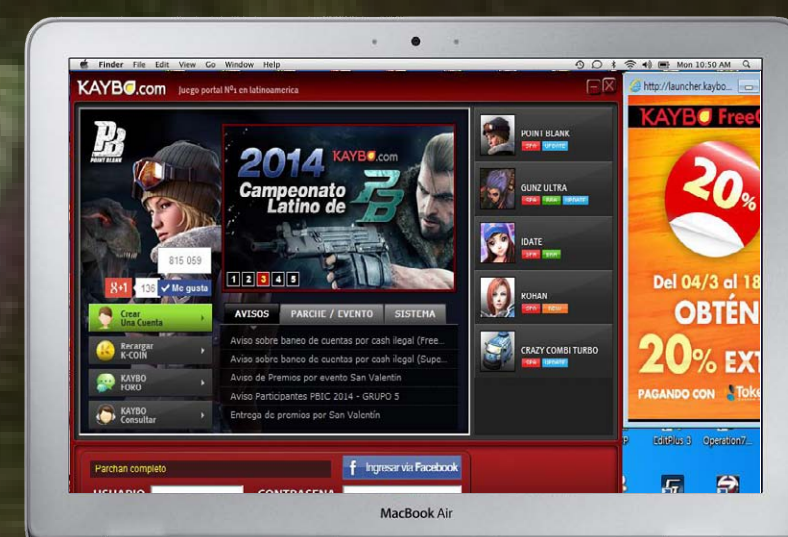
WOobi.BOARD PROMOTION MORE THAN **DOUBLED** REVENUES WITH AN INCREASE OF 98% IN CONVERSION RATE

CHARACTERISTICS

FHL is a 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

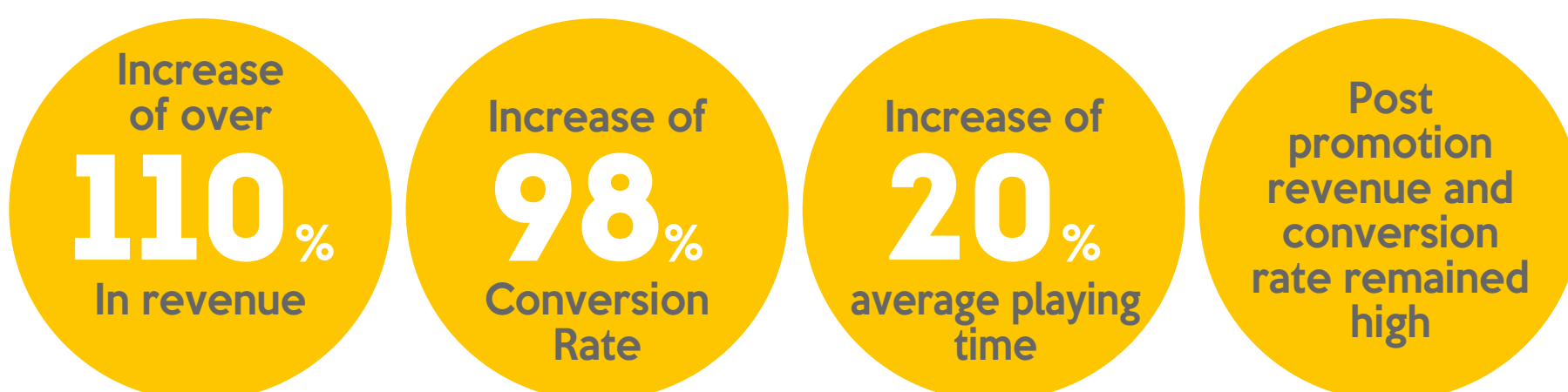
with a clickable banner on the landing page, in-shop and game launcher - rewarding the player with 20% extra tokens throughout the promotion



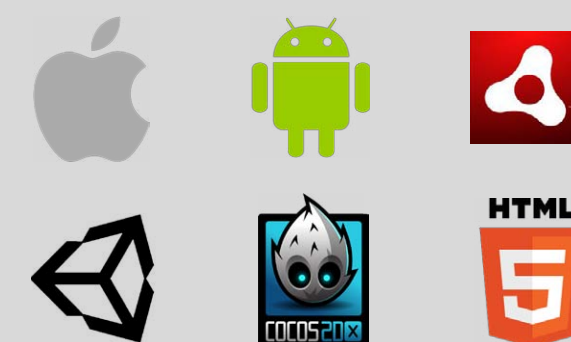
KEY BENEFITS INTEGRATING THE WOobi PLATFORM

- 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



Woobi Monetizing solution is the best choice for an online game publisher. This solution offers mutual benefits between the publisher and the game users.



Iron Chang
CEO

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.



Alfonso Villar
CO-Founder & CEO of PlaySpace



Ryan Kim
Project Manager at Softnyx

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.

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 playing 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.

