A WOOBI CASE STUDY

facebook RACING GAME NEARLY 300% REVENUE INCREASE

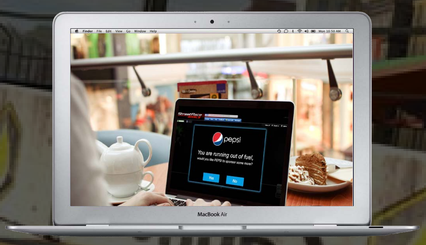
INTEGRATION OF WOOBI.PRO TRIPLED REVENUE WHILE INCREASING MONETIZED USERS BY 292%

CHARACTERISTICS

Publisher revenues based initially on IAP and in-shop Woobi.Vidget.

OBJECTIVE

Increase monetization of non paying players while maintaining a high-quality user experience and a seamless in-game flow



THE SOLUTION

INTEGRATION OF WOOBI.PRO IN KEY MAX-ENGAGEMENT MOMENTS

throughout the course of the game, maximizing user-specific ad engagement preferences and ensuring a flawless user experience.

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

- Increase of **292%** Monetization Rate
- Increase of nearly **300%** In Revenues
- Increase of nearly **10%** In Game-Play Session Length

- 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.
>
> FHLgames — *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.
>
> 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 are 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.

SINCE 2009 — MONETIZING GAMES SINCE 2009

OPERATES IN 130 COUNTRIES

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.

woobi — GAMES · VIDEO · MEDIA