



ANDROID CASUAL GAME NEARLY 200% REVENUE INCREASE



Integration of Woobi. Pro and Woobi.
Vidget quadrupled revenue while
INCREASING MONETIZED USERS BY 134%

CHARACTERISTICS

IAP was the sole source of revenue with:

2.2% PAYING PLAYERS

OBJECTIVE

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



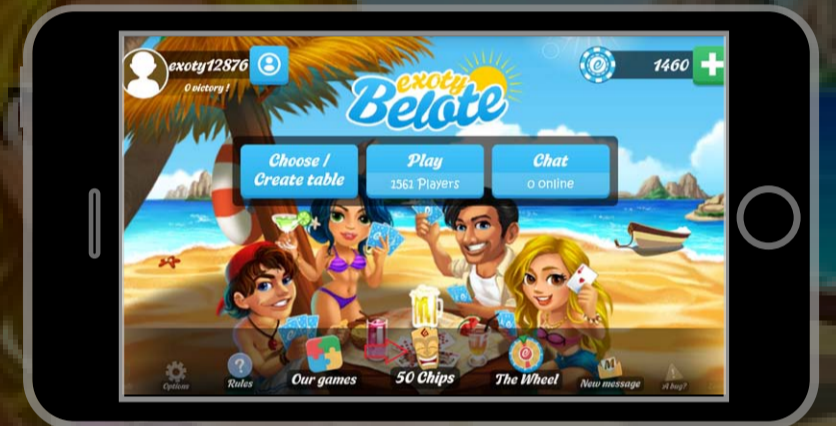
THE SOLUTION

1 INTEGRATION OF OUT-OF-SHOP WOobi

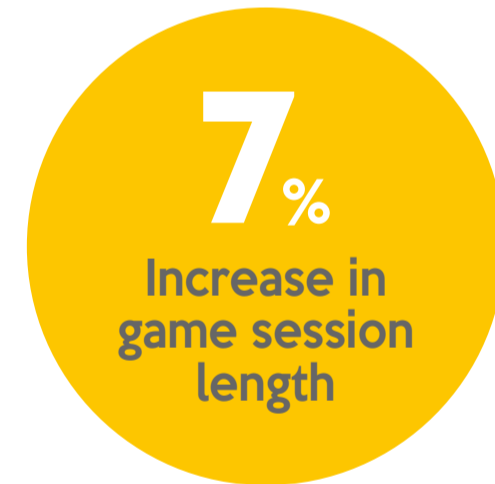
Vidget thus enabling higher offer access for users that would never reach the storefront

2 INTEGRATION OF WOobi Pro

In key max-engagement moments throughout the course of the game, maximizing user-specific preferences and ensuring a flawless user experience



RESULTS



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.



We did numerous co-promotion so far with excellent results. I obviously recommend Woobi (formerly: TokenAds)



Yugene Choi
Marketing Manager, OGPlanet

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.

