

inMOBI

**Fingersoft
Monetizes their Ad
Revenues Globally
with InMobi**

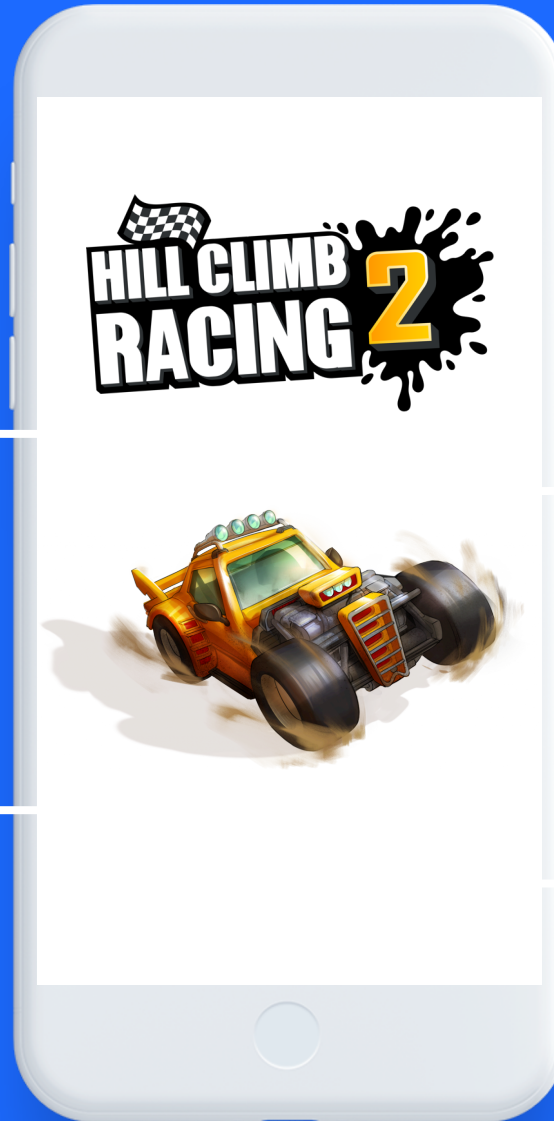


About Fingersoft

Founded in 2012, Fingersoft is one of the most popular game studios in the world with its headquarters in Finland. From their humble beginnings, they swiftly advanced to become one of the biggest and most well-known names in the racing genre of mobile games with Hill Climb Racing and Hill Climb Racing 2, boasting more than 1.5 billion downloads. With their nerve wracking games, Fingersoft has attracted a devoted gamer community all over the world.



The Highlights



269%
increase in ad revenue
between Q2 and Q3,
2020, **exclusively with**
InMobi*

300 MILLION
ads served via InMobi
in Q3 2020*

160%
increase in fill rate
between Q2 2020
and Q3 2020*

67%
increase in share of
voice for interstitial
ads in Q3 2020*

"We have a large user base and millions of daily active users in Asian and North American markets. We were looking for a reliable partner who can help us with global fills in each market, in addition to being a strong player in T1 markets."

Having a strong global footprint, InMobi has helped us to get better fill rates, especially in key regions such as India and Indonesia. With a proactive client partnership team, we could easily monetize our ads and increase ad revenues."

Otto Simola – Ad Monetization Manager, Fingersoft



The Challenge

With a strong presence across the world and its increasing game popularity, Fingersoft aimed to:

- Successfully monetize full-screen ad formats in North-American and APAC Markets by working with premium advertisers.
- Enhance revenue and fill rates by working with a premium monetization partner.





The Solution

Fingersoft partnered with InMobi in Q1 of 2020 to help monetize one of its most popular racing games, Hill Climb Racing.

- InMobi provided Fingersoft access to Fortune 500 advertisers across FMCG, E-commerce, Gaming, and Video Streaming service verticals.
- The brand monetized across three ad formats, i.e., banner, interstitial and rewarded video, to deliver impressive growth in daily ad revenues and increase in the fill rates.

The Results

As a result of the partnership, Fingersoft reached the finest quality of advertisers in just two quarters.

- With InMobi, the publisher saw an exclusive 269% increase in ad revenue between Q2 and Q3 2020.*
- Additionally, not only has InMobi served 300 million ad impressions on their racing games, but their fill rates went up by over 160% between Q2 and Q3 2020.*
- Interstitial ads accounted for 67% of the total revenue in Q3 2020.*