



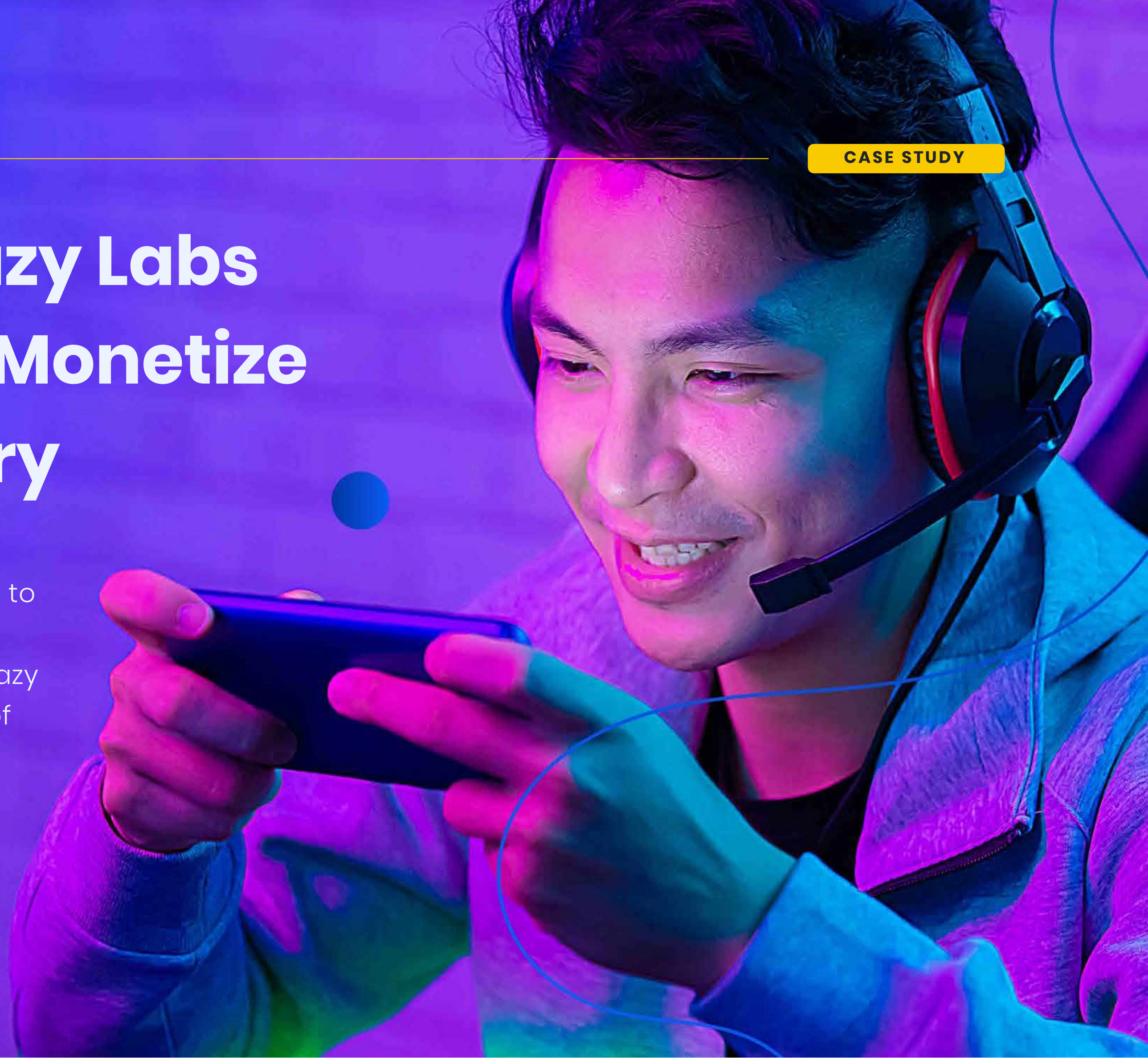
CASE STUDY

InMobi Helps Crazy Labs More Effectively Monetize Their Ad Inventory

Starting in 2017, hypercasual mobile gaming publisher Crazy Labs has worked with InMobi to monetize their popular app titles. The relationship has been very successful for Crazy Labs, helping them earn tens of thousands of dollars a day in ad revenue globally.



CrazyLabs



Key Results

Over 10X

increase in daily ad revenue from InMobi between July and August 2020.

Over 16X

increase in week-over-week ad revenue from InMobi between July and September 2020.

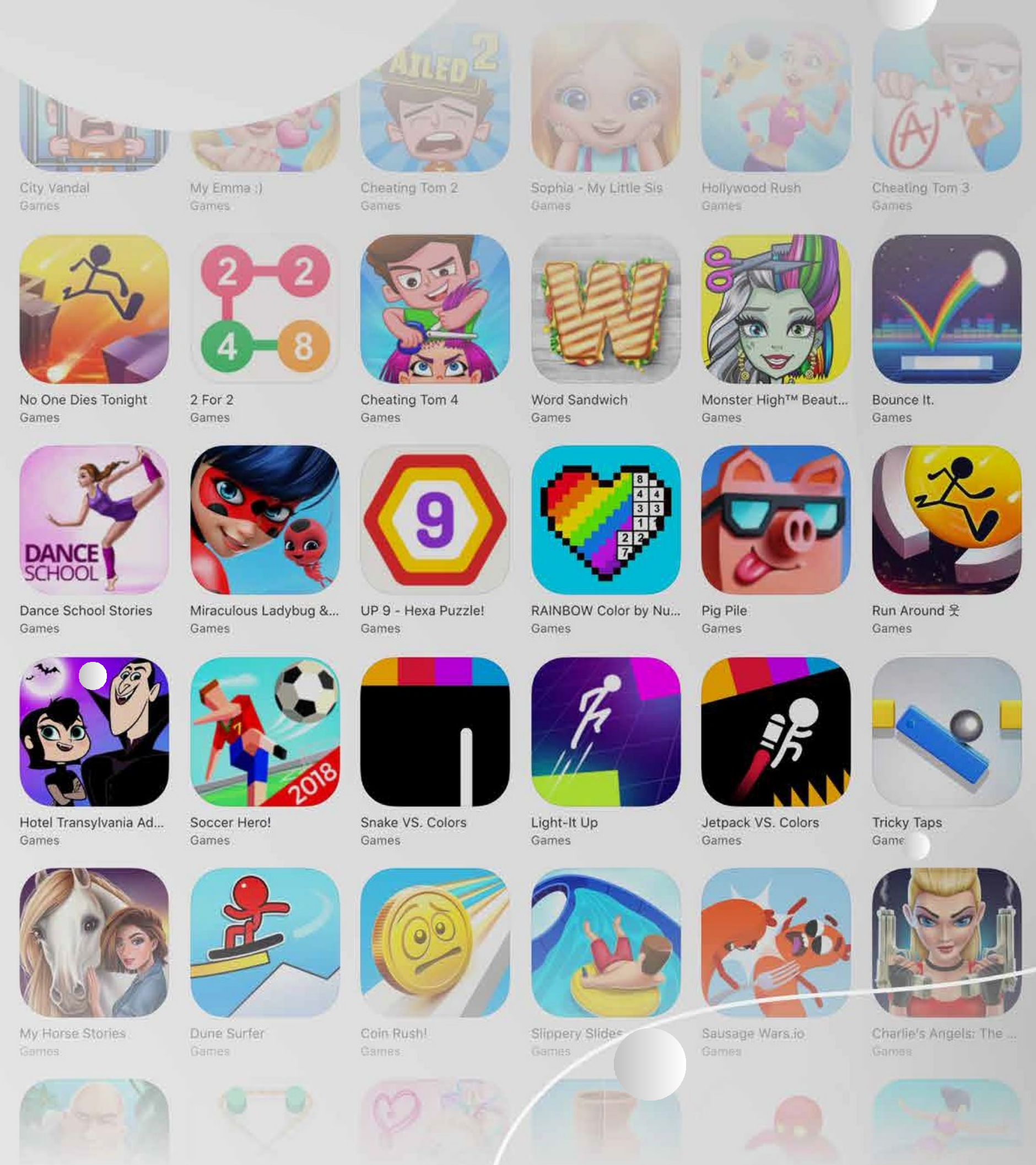
5% → 30%

increase in share of InMobi revenue from interstitials between July and September 2020.



About Crazy Labs

Formerly known as TabTale, Israel-based Crazy Labs is one of the top 10 mobile gaming publishers in the world. They make some of the most popular mobile games in the iOS app store and Google Play store, including Jumanji: Epic Run, Acrylic Nails! And ASMR Slicing, among many others. In total, their dozens of games have been downloaded more than 3 billion times globally.





Overview

Crazy Labs first began working with InMobi in 2017, but they didn't begin to truly scale their relationship until 2020. Crazy Labs wanted to increase demand for a wide variety of ad formats, including banners and fullscreen interstitials, across their dozens of apps. While the bulk of their audience is in the United States, they wanted to monetize their apps not only in the critical North American market but also into key global geographies like Australia.

Results

Crazy Labs has seen amazing results in 2020 from their renewed relationship with InMobi.

In just Q2 2020, the daily ad revenue they saw specifically from InMobi increased by more than 10x.

They had significant revenue coming through interstitials as well as banners.

In July 2020, only 5% of all of their ad revenue came from interstitials, with the rest coming from banners. But by September, 30% of all of their ad revenue from InMobi was coming from interstitial ads.

And, InMobi helped Crazy Labs to effectively monetize their U.S. audience.

In fact, around 80% of all revenue driven by InMobi came from this key geo.



Re-establishing the partnership with InMobi turned out to be a very good business decision. The client partnership manager has been stellar and has been very proactive on their suggestions and optimization. Perfect understanding and hard work lead to a very successful quarter, and it's evident with the growth that we managed to achieve. We are optimistic and have high expectations to expand on this success in the future to come."

Igor Ilievski
Monetization Team Lead, Crazy Labs

