

INMOBI

IEC
GAMES

InMobi Helps IEC Corp Boost Daily Ad Revenues By 184%

Hypercasual mobile gaming publisher IEC Corp has relied on InMobi as a key monetization partner. Since 2018, they have seen their daily ad revenue from InMobi increase by over 184%, while also seeing strong eCPMs and fill rates.



Key Results

184%

increase in daily ad revenue between 2018 and 2020

3.7x

increase in daily ad revenue between August and November 2020

6.5%

of all company revenue came from InMobi in October and November 2020



500 Million

More than 500 million monthly impressions from InMobi

250%

Close to 250% increase in monthly ad revenue between August and November 2020

About IEC Corp

Based in Vietnam and founded in 2016, IEC Corp makes some of the world's most popular casual and hypercasual mobile games. Some of their top titles include Ball Sort Puzzle and Water Sort Puzzle, which has been downloaded over 10 million times on Android devices, Ball Fit Puzzle, Pirate Attack Trigon and Cross Fight, among many others. In addition, Water Sort Puzzle is the #3 puzzle game and Ball Sort Puzzle is the #65 puzzle game in the iOS App Store.



Overview

Like many other mobile gaming app publishers, IEC Corp derives most of their revenue from in-app advertising. IEC Corp began working with InMobi during the second half of 2018, as they were looking to more effectively monetize their apps across all of their top geos, including the United States.

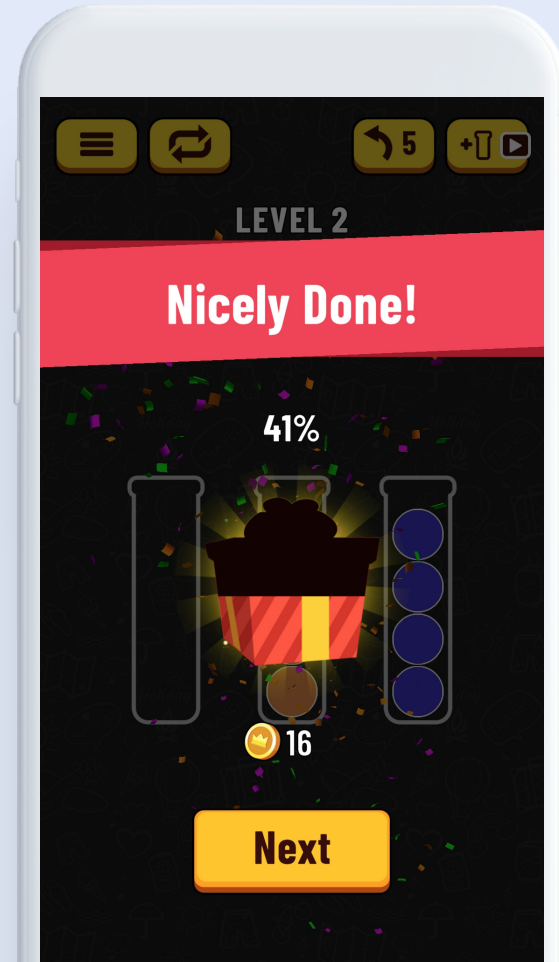
At the beginning, IEC Corp was solely focused on having InMobi fill demand for banner ads on a select number of apps. In 2019, IEC Corp adopted AppLovin's MAX as their primary mediation layer. In addition, IEC Corp also began implementing interstitial and rewarded video ad units into their apps.



Results

Over the past few years, IEC Corp has seen tremendous results from their partnership with InMobi. Since 2018, their average daily ad revenue from InMobi has gone up by more than 184%. In addition, not only was there a 3.7x increased daily ad revenue from InMobi between August and November 2020, but InMobi drove a close to 250% increase in monthly ad revenue between August and November 2020. For IEC Corp, around 6.5% of all company revenue came from InMobi in October and November 2020.

They are now averaging more than 500 million monthly impressions from InMobi. In addition, IEC Corp consistently sees fill rates and eCPMs from InMobi that are on par with or better than what other demand sources provide.



Next Steps

Going forward, IEC Corp plans to continue leveraging InMobi as a key monetization partner and insert the InMobi SDK into new apps it develops. Further, IEC Corp soon plans to go live with InMobi through MAX in-app bidding.

“Not only has InMobi been a key monetization partner for us for years now, but they have been there to guide us in all in-app advertising best practices. We’ve long relied and trusted them to help our business, and have seen great success as a result. No matter how our business or the industry changes, InMobi has helped us navigate the ecosystem and see positive outcomes, especially for our bottom line.”

Duc Nguyen – Managing Director of IEC Corp

