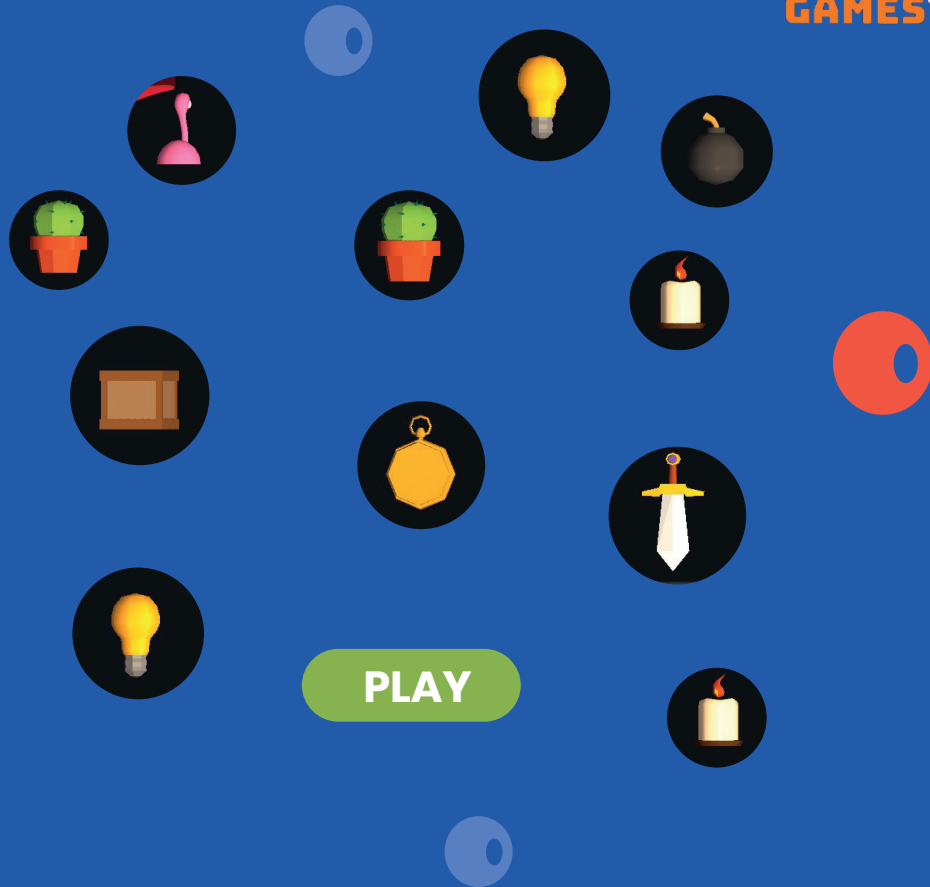


Loop Games Sees 25% Increase in Daily Ad Revenue in Two Weeks With InMobi In-App Header Bidding

Mobile gaming publisher Loop Games adopted InMobi Audience Bidding, InMobi's in-app header bidding solution, in August 2020 to boost ad revenues and improve its monetization efficiency. The move has yielded major dividends for Loop Games, helping them realize a 25% increase in its daily banner ad revenues from InMobi in the first two weeks of adoption.



Key Results

25%

increase in total burn
rate on banners in the
first two weeks

25%

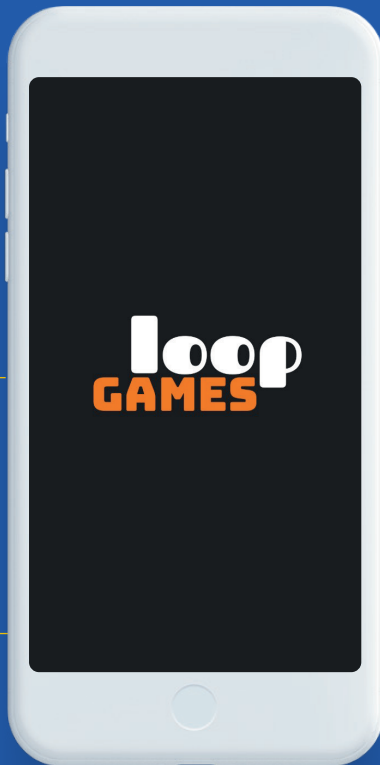
more banner ad
impressions

61%

increase in banner ad
revenue in the first 30
days

11%

increase in
banner ad fill rate



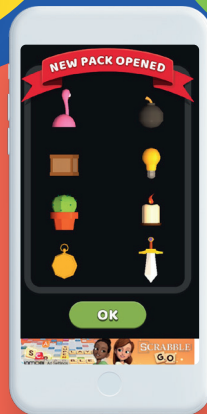
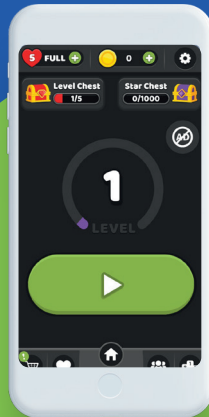
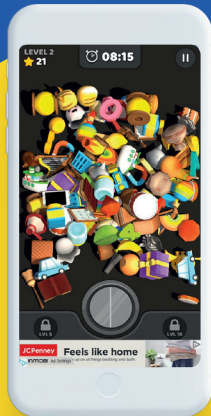
Based in Turkey, Loop Games makes some of the most popular mobile games in the world. One of their top titles include Match 3D. Their games have been downloaded over 15 million times and have more than 1.2 million daily active users.

Overview

Loop Games began working with InMobi in May 2020, and they use AppLovin's MAX as their mediation layer. Like many other mobile gaming publishers, Loop Games primarily monetizes through in-app advertising.

At the beginning, Loop Games utilized a hybrid between a waterfall and in-app bidding. InMobi set up multiple price points and those line items were then ran through a hybrid (header bidding / waterfall) model unique to MAX. This would result in an influx of requests since each line item at a different price point would see 100% of traffic.

But, following InMobi's in-app bidding integration with MAX, which started in July, Loop Games elected to get started with InMobi Audience Bidding. With this in-app header bidding solution in place, Loop Games was hoping to increase auction efficiency and boost overall revenues. This move ensured that there was one placement that bids dynamically, which allows InMobi to monetize on 100% of the traffic with just one placement.



Results

Loop Games has seen major success by moving to InMobi Audience Bidding. In the first two weeks post adoption, their daily revenue from banners went up 25% even though total ad requests went down by over 50%. Further, they saw a 61% increase in banner ad revenue in the first 30 days. This type of efficiency was a major boon for Loop Games.

InMobi Audience Bidding has also helped them reduce latency and waterfall placement maintenance. In addition, Loop Games had an 11% increase in banner ad fill rate after going live with InMobi Audience Bidding.

25%

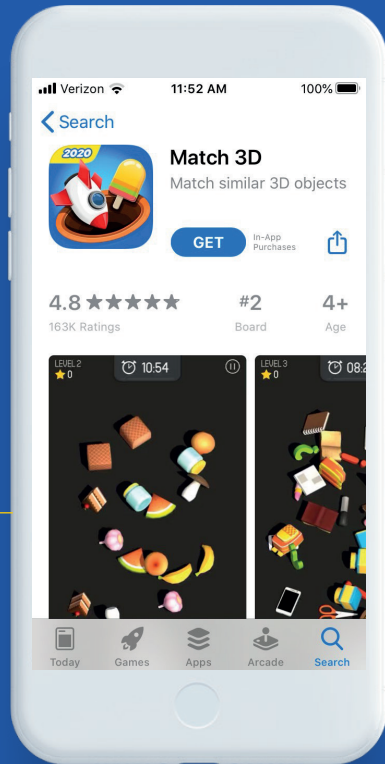
increase in total burn rate on banners in the first two weeks.

61%

increase in banner ad revenue in the first 30 days.

11%

increase in banner ad fill rate.





"InMobi Audience Bidding has helped us get the most value from our banner ad placements, and it's truly amazing that we have seen such a positive increase in daily ad revenue in such a short amount of time. Their integration with MAX made it so easy to get started too. InMobi Audience Bidding lets us spend more time making games and less time adjusting and maintaining our monetization stack. All mobile apps that monetize through ads should embrace in-app header bidding, and InMobi Audience Bidding is one of the best in-app bidding options out there. We're looking to seeing similar results when we begin using InMobi Audience Bidding for interstitial ads."

Mert Gür, Founder and CEO of Loop Games