

InMobi Helps Tripledot Studios Expand Global Reach, See 221% Increase in Ad Revenue

InMobi has been a key monetization partner for Tripledot Studios since 2019, helping them boost ad revenues globally through varied demand from the world's biggest brands. As a result of this partnership, Tripledot Studios saw an over 221% increase in ad revenue between Q4 2019 and Q2 2020, with InMobi serving more than 1.5 billion ads worldwide in that time frame.



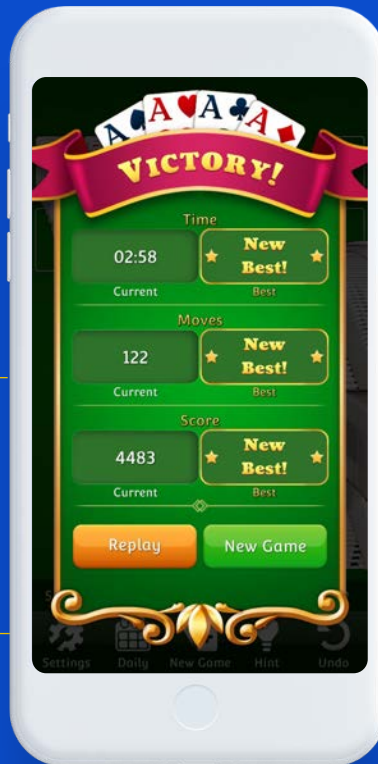
Key Results

Over 221%

increase in ad revenue
between Q4 2019 and Q2
2020.

\$1 million

Close to \$1 million in ad
revenue generated through
InMobi during Q2 2020.



1.5 billion

Over 1.5 billion ads
served.

200 countries

Ads served to users
in more than 200
countries.

100%

Over 100% increase in fill
rate between early May
and late June 2020.

About Tripledot Studios

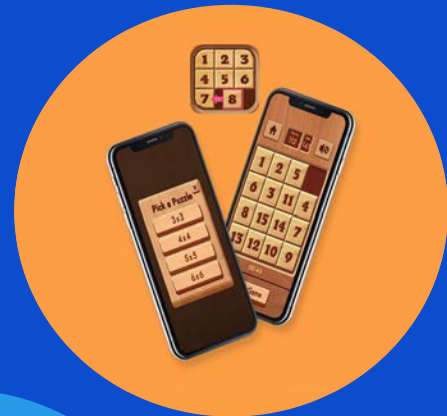
London-based Tripledot Studios is an independent mobile games studio, founded by a team of industry veterans from some of the biggest names in mobile games. Tripledot was created back in 2017 when three friends decided to join forces and create a new kind of games studio. Bringing together their collective experience in company-building and game creation, the goal was to create fun, successful games for everyday gamers.

Every month, more than 5 million people play Tripledot's games. Some of their most popular titles include Solitaire, Woodoku, Puzzle Time: Number Puzzles and Solitairescapes!

Overview

All Tripledot Studios games are free to play, and they rely on advertising for revenue. Their apps feature a variety of ad formats, including banners, interstitials and rewarded videos. In addition to revenue, Tripledot Studios also keeps a close eye on fill rate, advertiser quality and other key concerns.

They also have a global presence, and wanted a partner that could help them tap into quality advertiser demand across the globe. While their biggest audience in the United States, mobile gamers in diverse locations like the U.K., Australia, Canada, Germany, Mexico and Japan, among other locales, also frequently play their popular titles. With a presence on all inhabited continents, InMobi is an ideal monetization partner for Tripledot Studios.





Results

Tripledote Studios has seen amazing results with InMobi. Between the last three months of 2019 and Q2 2020, they saw an over 221% increase in global ad revenue. Just between Q1 and Q2 2020, ad revenues rose 101%. Tripledot saw nearly \$1 million in ad revenue during Q2 2020 alone through InMobi.

In addition, not only has InMobi served 1.5 billion ad impressions on their apps, but their fill rates went up over 100% between early May and late June 2020. Further, between May 22 and June 30, 2020, average daily eCPMs went up by more than 50%. And the bulk of this demand came from major Fortune 500 brands.



221%

increase in global ad revenue

\$1 million

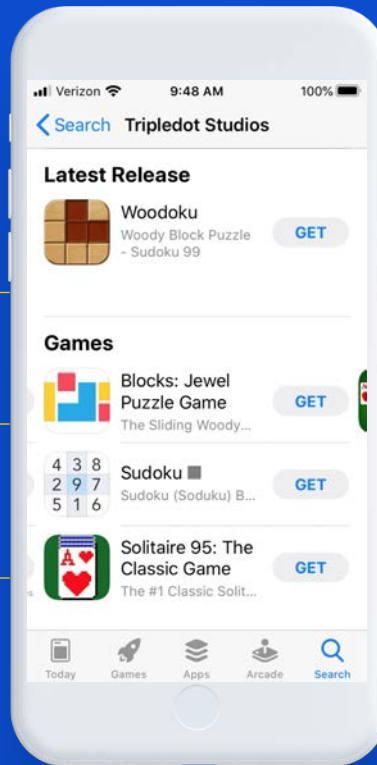
ad revenue

1.5 billion

ad impressions

100%

increase in fill rate



“We are a team with a global reach, so it’s crucially important for us to work with monetization partners that can help us succeed and serve as an extension of our team. We love working with InMobi, and have been amazed at what they’ve provided for us. The results speak for themselves, and they’ve been immensely helpful to our business. I would recommend InMobi to any app publisher looking for quality results and proven guidance when it comes to monetization. We look forward to continuing our prosperous relationship with InMobi as they help us successfully navigate whatever may come in the future.”

Akin Babayigit, Co-founder and Chief Operating Officer of Tripledot Studios

TRIPLEDOT
SINCE 2017 😊