# InMobi Helps Unico Studio Increase In-App Advertising Revenue Over 83%

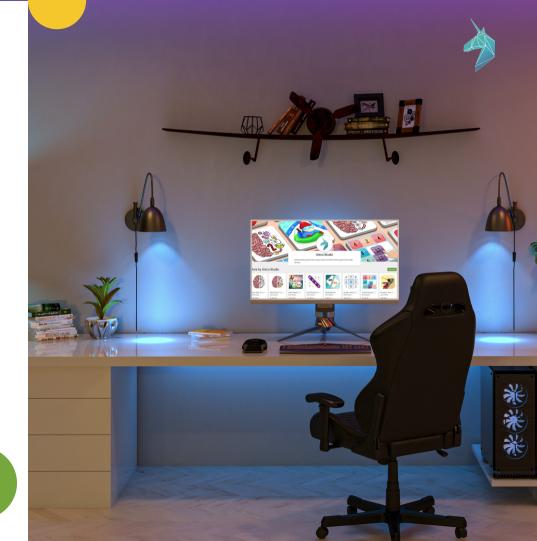
Unico Studio, one of the top hyper casual mobile game developers, turned to InMobi to help monetize some of their apps through in-app advertising.

Between May and June 2020, InMobi helped drive an 83% increase in ad revenue through over 1 billion ad impressions served.



### **About Unico Studio**

Based in the heart of California's Silicon Valley, Unico Studio is behind some of the world's most popular casual and hyper casual mobile games including Fork Fight and Word Pearls. Their most popular title to date, Brain Test: Tricky Puzzles, has been downloaded over 50 million times as of today and was the top app in the Family Games category in the iOS App Store as of July 9, 2020.





## **Overview**

Unico Studio primarily monetizes their apps through in-app advertising. As a lean team, however, they don't have dedicated resources they can allocate to advertising and monetization. And, they are always careful to balance their advertising efforts with user experience concerns, as they want to make sure that ads are not too disruptive of the overall gaming experience.

Unico Studio started working with InMobi in February 2020 with some of their apps. In April 2020, they started monetizing on Brain Test: Tricky Puzzles, and then added Brain Test 2: Tricky Stories in May and June. As a global leader in the in-app advertising space with a proven track record of working with the world's leading advertisers, InMobi was an ideal monetization partner for Unico Studio. And, like Unico Studio, InMobi has a strong presence in diverse locations such as the United States, India and Indonesia, among other locales.







## Results

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Throughout May and June, Unico Studio has seen great success while working with InMobi. As Unico Studio gained more app users while many around the world were staying at home, InMobi successfully helped

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Between that period, ad revenues coming through InMobi for these two apps rose by more than 83%. In these two months, InMobi served well over 1 billion ad impressions. In June, weekly run rates 3

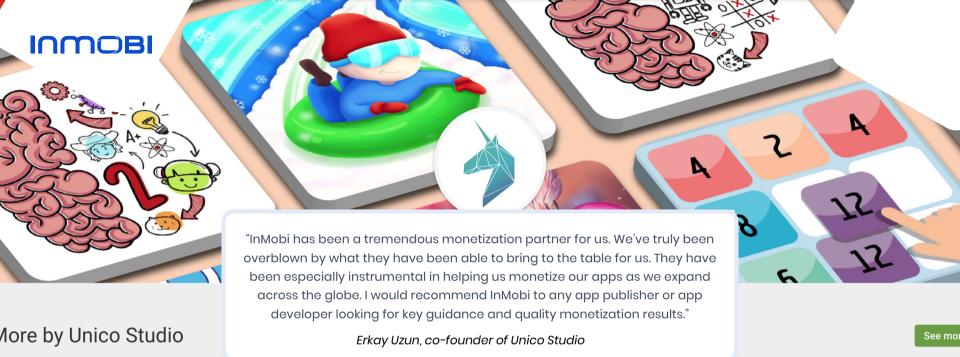
Unico Studio could also rest assured knowing that InMobi was delivering quality ads that would appeal to their audience. Not only did InMobi ads garner over 3.6 million ad clicks between April and June, but the average click-through rate of InMobi-served ads rose by 78% over these three months.



## **Next Steps**

Thanks to the great success Unico Studio has seen from InMobi so far, they plan on continuing to use them as a key monetization partner. Going forward, Unico Studio intends on integrating InMobi into more of their games and is exploring using InMobi for mobile user generation campaigns.







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Brain Test 2: Tricky Unico Studio

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Word Pearls: Free Unico Studio

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Word Pirates: Free Unico Studio

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5050 Split Up! Unico Studio

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2	6	5		8	8	
1	9	3		6	12	1

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