


Case Studies




Asia

SHARE

DOWNLOAD

V2R Sees 4X Ad Revenues from InMobi's In-app Hybrid Ad Revenue Model

Solution
In-App Monetization

About V2R

Founded in 2016, V2R is a Korean mobile game developer that has been active with a total app portfolio of 19 games across the world. The 4+ rating on all their 'Jewel' apps speaks volumes of the dedicated and committed fan base seen across their adventure and high-quality puzzle games.

Highlights

4X

ad revenues from InMobi in since Q4,2019

Top 100

games in the U.S. market

162%

increase avg eCPM on interstitial and rewarded videos



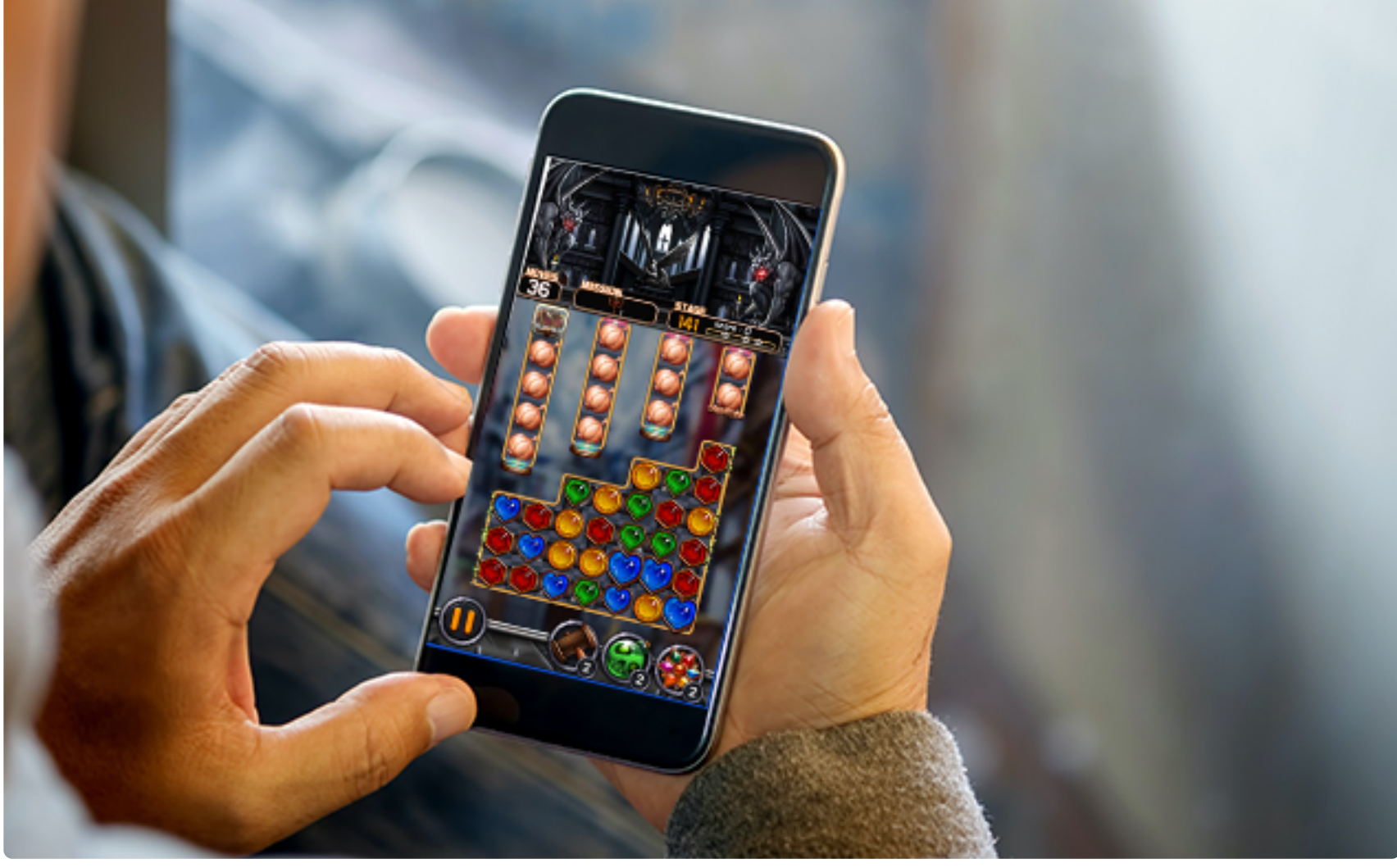
Having a strong global footprint, InMobi helped in monetizing our casual games inventory. Our array of gaming apps saw increased revenues with InMobi's capabilities, from the waterfall banners and header bidding in full-screen format. Our presence in the American market has been further strengthened with a key focus on our growth strategy.



Tae-Han Lee
CEO V2R

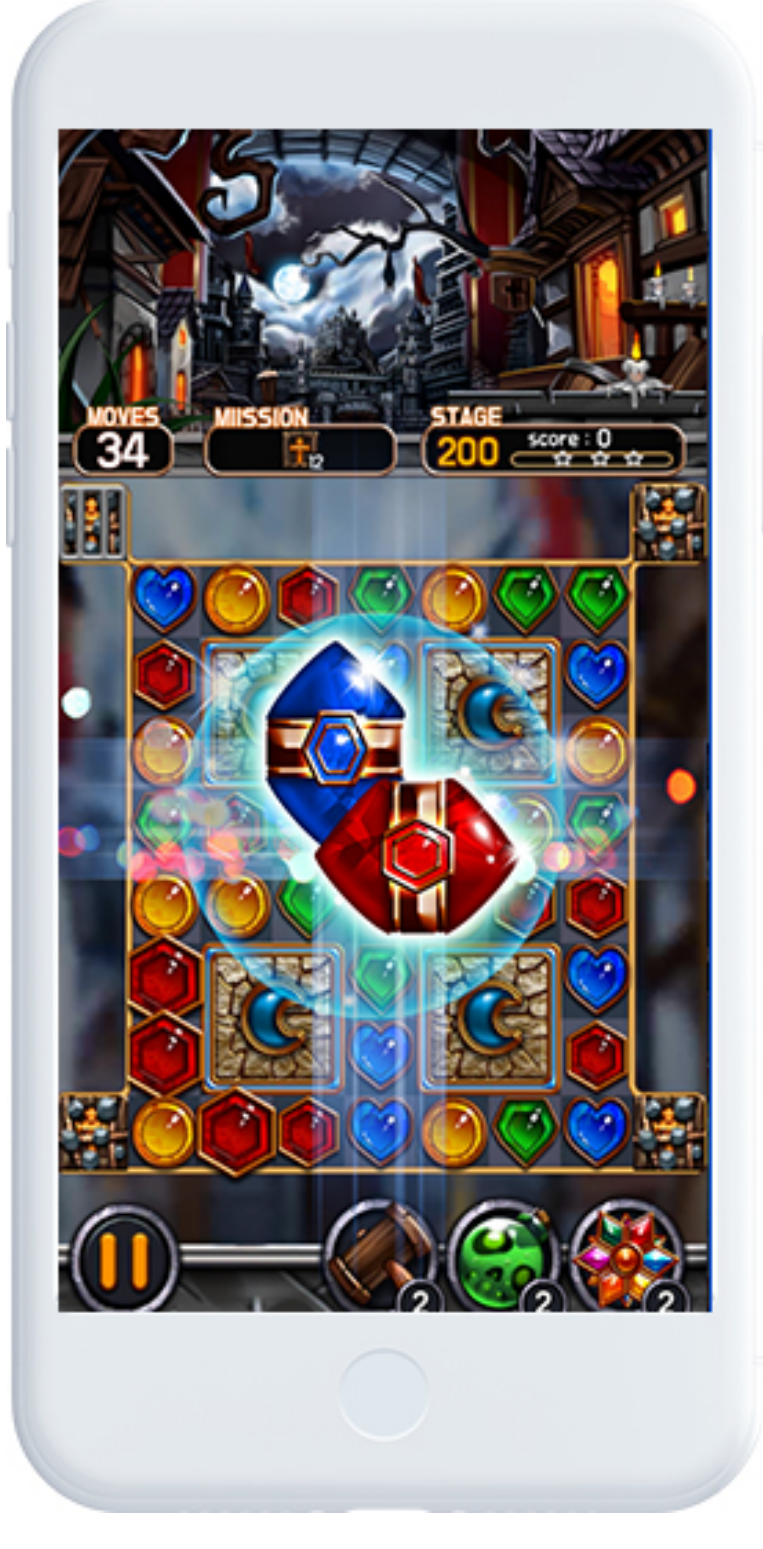
The Objective

'Jewel' games from the house of V2R are the most popular game apps, best known for their divergent graphics. Their apps' visual interface and game dynamics strengthened their presence as a leading gaming app developer in the casual gaming industry. Like many other mobile gaming apps, V2R primarily monetizes through in-app advertising. While they are based in Korea, V2R games hold a strong presence in the United States market. With an aim to further strengthen their position in the U.S. market, monetize their inventory, and maximize yield, the gaming app developer decided to partner with a global leader to leverage their advanced hybrid in-app capabilities.

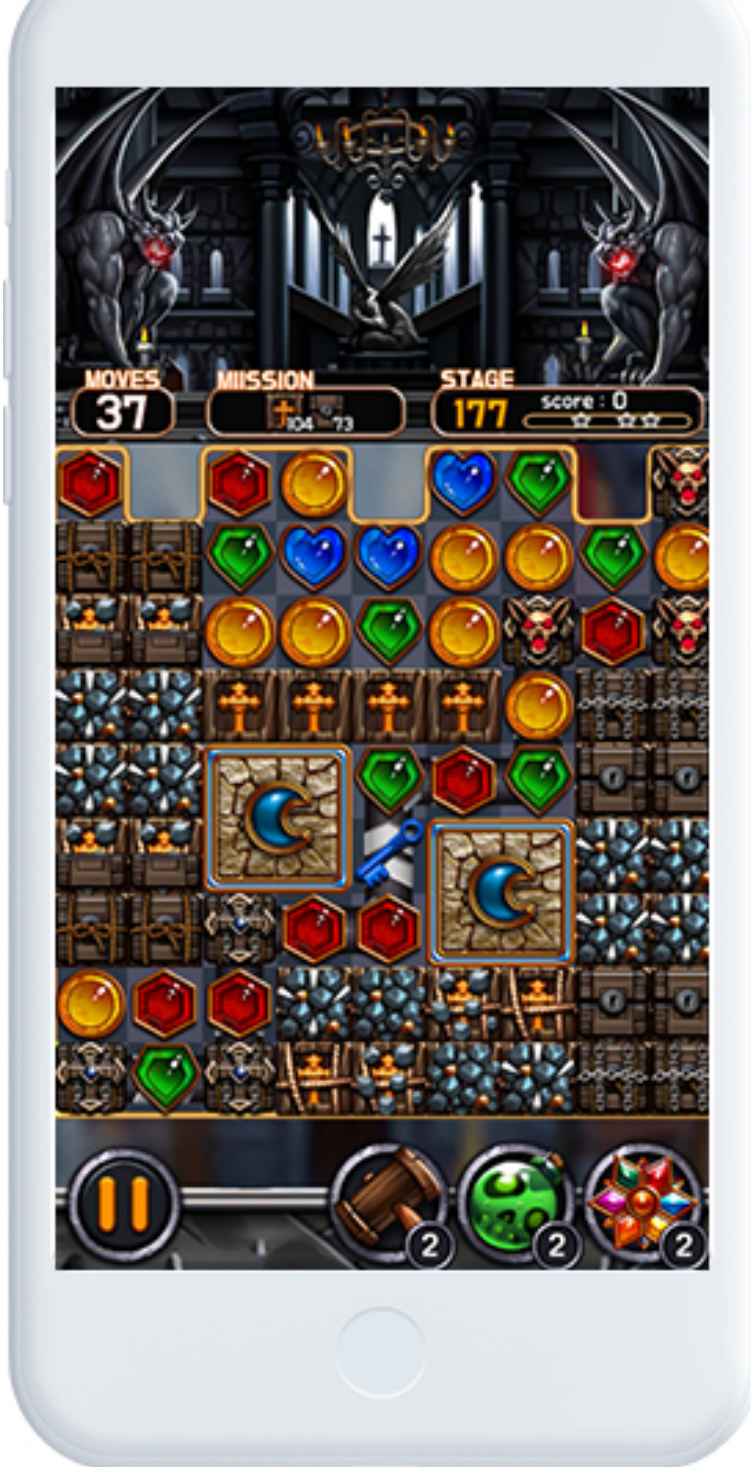


The Solution

To ensure maximum yield from its ad inventory and maximize the yield, V2R partnered with InMobi and, with their hybrid revenue model, leveraged Waterfall and Header Bidding capabilities. While the Waterfall setup improved the price-quality for the ads, the Header Bidding model maximized the bid depth, reduced latency, and improved the demand diversity.

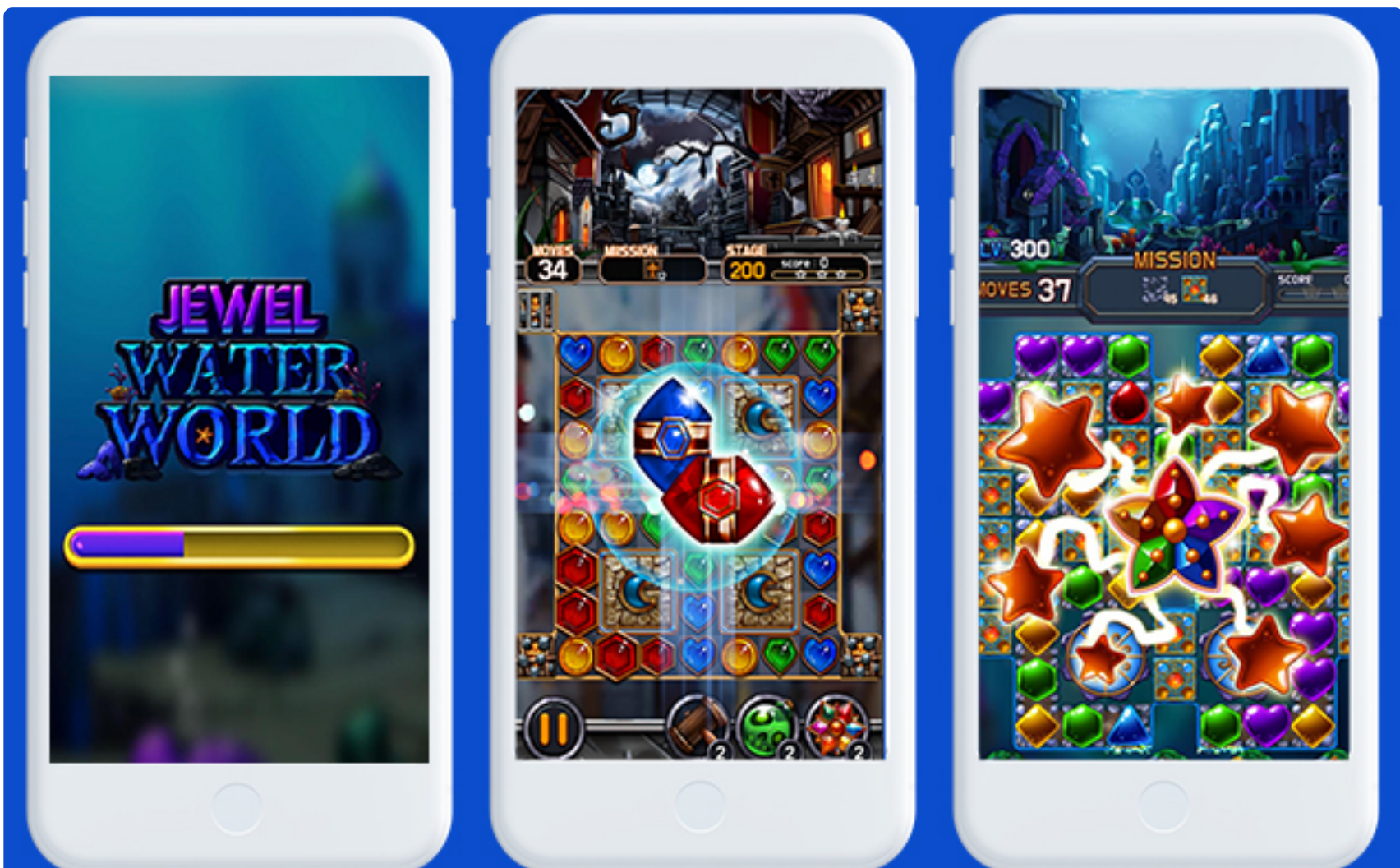


InMobi helped V2R optimize the prices across major geographies in the U.S. market. V2R made the best use of full-screen formats (interstitial and rewarded videos) on the Header Bidding model and therefore, saw increased eCPM rates consistently for the last couple of years. After two years of association, in 2021, V2R could successfully monetize more than 10 different game app titles globally.



The Results

Overall, V2R has seen a consistent increase in growth from its partnership with InMobi. From Q4, 2019 to Q3, 2021, V2R served an increased 2x ads. As a result, the publisher quadrupled revenues by 460%, and the hybrid model (waterfall for banners and header bidding for full-screen formats delivered from Q3, 2020 till Q3, 2021), helped them raise 4X revenues in 2020. In addition, with header bidding, V2R increased eCPM rates by 162% through their interstitial and rewarded video inventory.





Recent Case Studies




Wyeth®


Bonakid Pre-School 3+ Leverages InMobi for Commerce to Grow In-stor...



GLOBAL GAMES

V2R Sees 4X Ad Revenues from InMobi In-app Hybrid Ad Revenue Model





GOODROID社の月次広告収入が142%成長、InMobi Exchangeが貢献

Want to get in touch?

First Name

Last Name

Email*

Company Name*

Country

I am

I am interested in

Anything else you'd like to tell us?

☐ By checking here, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

The information you provide will be used in accordance with the terms of our [privacy policy](#).

SUBMIT

