

Kiloo

Boosts Ad Revenues 20% Through InMobi's Premium Advertiser Partners



KILOO

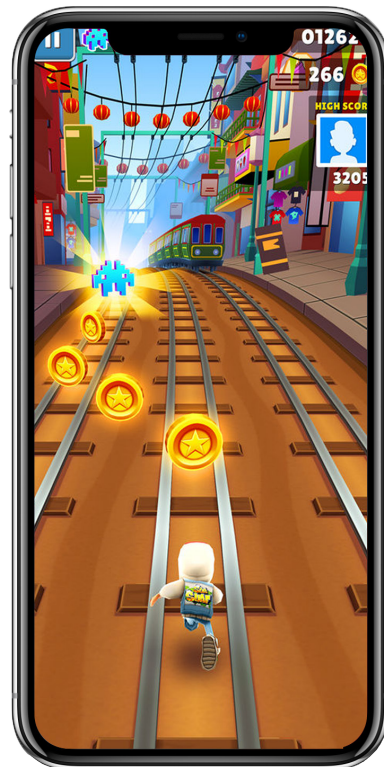
Context

Kiloo is one of the world's biggest names in mobile gaming. Thanks to their partnership with **InMobi**, **Kiloo** has been able to boost ad revenue globally by 20 percent while also ensuring that they are only serving high quality ads to their players from the world's biggest brands.

Denmark-based **Kiloo**, which was founded in 2010, is behind popular casual mobile games such as Smash Champs, Stormblades and Frisbee Forever. However, they are perhaps best known as the team behind Subway Surfers. Released in 2012, Subway Surfers is the most downloaded game of all time in the Google Play Store and has been collectively downloaded over two billion times.

Approach

Kiloo began working with **InMobi** in 2013 to help monetize its suite of popular apps. **Kiloo** wanted to increase advertising demand from the biggest brands in the world, while also increasing both revenue and fill rates across the globe.



On the revenue front, the partnership has been a smashing success. **Kiloo** saw earnings spike 20 percent in the immediate aftermath of first working with **InMobi**. **InMobi** has also been critical in improving fill rates across premium ad formats like interstitials and rewarded video ads.

InMobi has also helped **Kiloo** improve reach ad revenue globally, especially in key Asian markets like India, China and Indonesia. While 60 percent of **Kiloo's** ad revenue from **InMobi** is from the United States and the European Union, 15 percent comes from China, 5 percent comes from India and 10 percent comes from the rest of the Asia-Pacific region.

InMobi has also been instrumental in making **Kiloo** apps a premier advertising destination for Fortune 500 companies and the world's largest brands. For these keystone brands, Subway Surfers and other **Kiloo** apps have been among the best sources of new users - and new revenue - in the mobile app advertising ecosystem.

By running **InMobi** campaigns through **Kiloo's** popular mobile games, brands are able to reach consumers in a non-divisive, brand-safe environment while their target audience is highly engaged and in a relaxed entertainment state of mind. Additionally, these casual gaming apps provide immersive ad environments and high-quality content opportunities.



20%

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“All app publishers want to increase revenue and fill rates, and at **Kiloo** we're no different in that regard. But we also want to go one step further and be seen as a leading publisher and advertising partner to the world's largest, premium brands. Through **InMobi**, we are able to meet and exceed all of our mobile in-app advertising and monetization goals. We're seen great results working with **InMobi**, and look forward to continued success thanks to their help and technology.”

Jacob Møller, CEO