PeopleFun makes some of the world's most popular and beloved word game apps. Thanks to their partnership with InMobi, PeopleFun has been able to increase ad requests, impressions and eCPMs, which has all contributed to them seeing ad revenues rise around 111% in the second quarter of 2019.

Founded in 2011, Texas-based publisher PeopleFun has made some of the biggest word game apps globally, including Word Stacks, a favorite of TV personality Ellen DeGeneres, and Wordscapes, the #1 word game app in both the Apple App Store and Google Play.









Approach

At the beginning of 2019, PeopleFun began working with InMobi across all of its apps for advertising monetization. While they were primarily focused on increasing ad revenue, PeopleFun also wanted to increase demand from premium brand advertisers. To better achieve this, PeopleFun implemented an app-ads.txt file to ensure they were receiving premium advertising demand through InMobi and their other partners.

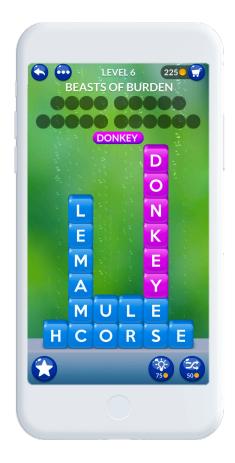




PeopleFun has seen major growth since beginning to work with InMobi in 2019. Average eCPMs rose over 140% and ad requests seen have risen more than 100%.

This rise in advertiser demand is coming from the world's biggest brands. The largest names in e-commerce, insurance, media, retail and food and beverage are now among the top companies running banner ads inside their apps.

This has all led to a 111% increase in ad revenue in Q2 2019. Six weeks after making the partnership live, InMobi became one of their top sources of ad revenue.



140%
Average eCPMs rose

111%
Increase in ad revenue in Q2 2019

"InMobi has quickly proven itself to be a strong mobile ad monetization partner.

They have already exceeded our revenue goals, and we love how they are able to bring premium advertiser demand into our apps. I would recommend InMobi to app publishers looking to increase ad revenue and offer a premium advertising expertise to its users."

- John Boog-Scott, COO