Known for Sudoku.com and Pixel Art games, mobile publisher Easybrain sees over 20 million mobile monthly active users. Their monetization strategy focuses foremost on ads, with in-app purchases (IAP) as a secondary revenue stream. Easybrain uses a diverse mix of ad formats to balance revenue goals with the fun, engaging casual gaming experiences that makes their apps so popular.

Challenges
• After initially trying another ad mediation solution, Easybrain quickly realised they needed an enterprise-grade self-service platform that provides transparency, granular controls, and maximum flexibility.
• As a new app publisher (first launching in March 2017), their ad performance had to meet expectations within a very short time period so this revenue could be reinvested into fueling user acquisition — especially challenging in the very competitive casual gaming landscape.
• Having access to technical support was key.
• Finally, the ability to scale their business internationally was important: Easybrain is based in tech-centric Minsk and sunny Limassol, but has a global user base with a large percentage of users in the United States.

“MoPub enables us to implement a monetisation strategy that suits our needs and evolves with us over time. One of the great things we love about MoPub is the flexibility of the platform. We were able to maximise the revenue of our users while focusing on our expansion plans.”

– Peter Skoromnyi, Co-founder and CSO, Easybrain

Achieving success
To address these needs, Easybrain switched to MoPub mediation solution and saw:
• 30% uplift in ARPDAU (average revenue per daily active user).
• Active, hands-on assistance from MoPub client services and technical support teams, enabling Easybrain to create optimal set-ups and activate the right demand sources in the most relevant geos.
• Ability to quickly start with a standard setup, and then create a tailored waterfall to ensure maximum revenue as well as the best user experience for their audience, based on a diversified ad strategy.
• Full transparency and granularity into their campaigns.
• Access to international demand sources in all key geos.

+30% uplift in Easybrain’s ARPDAU (average revenue per daily active user) after switching to MoPub’s enterprise-grade platform