Halfbrick selected MoPub to grow their advertising business. Monthly ad revenue grew from $98k to $227k by partnering with MoPub.

Challenge
Monetizing the quantity of ad impressions created by a top hit in the App Store presents a unique set of challenges. Halfbrick delivered a massive hit with Fruit Ninja in 2011. As the audience continued to grow, the company realized that ad revenue and campaign quality were not scaling in parallel. Halfbrick needed to take control of their advertising business with the objective of increasing access to premium, high paying advertisements.

As Halfbrick built a team to manage their advertising business, their previous advertising solution did not have the sophistication needed to execute these goals. Halfbrick required greater flexibility in managing ad network relationships, the ability to geotarget network partners, and increased access to inventory when cross-promoting new titles.

The success metric for a platform change was a significant increase in ad revenue.

Results

 Monthly ad revenue grew from $98k to $227k by partnering with MoPub
MoPub, a Twitter company, is the trusted, mobile-first monetization platform that powers a high-growth revenue strategy for mobile app publishers. MoPub’s platform ensures publishers earn more revenue by combining powerful ad serving, flexible network mediation controls, rich ad formats, and access to the one of the largest sources of advertiser demand, MoPub Marketplace. MoPub Marketplace provides mobile publishers with unparalleled programmatic revenue and highly relevant ads by enabling buyers such as demand side platforms to reach a high quality audience on mobile apps through a powerful interface, strict supply quality measures, and a transparent bidding experience. MoPub’s world class service and years of proven expertise benefit both publishers and DSPs with insights to grow their businesses and adapt to their changing needs.

Key results

Monthly ad revenue grew from $98k to $227k by partnering with MoPub.

Marketplace, MoPub’s real time bidding exchange, became one of the top 3 revenue sources for Halfbrick and complemented Halfbrick’s network partnerships. The combination of brand value from a top app, ad unit performance, and openness to a wide variety of advertisers makes this inventory thrive in the exchange.

Increasing flexibility and control over their revenue sources allowed Halfbrick to maximize the value of their top property. Halfbrick plans to move their entire app portfolio onto MoPub over the next quarter.

"My account management team has been critical to our success on the MoPub platform. They’ve been extremely responsive and efficient when troubleshooting ad creative issues.”
- Andrea Ottolina, Ap Developer, Pixelinlove

Example of 480x320 interstitial on Fruit Ninja Free