SundayToz is a social and mobile gaming developer based in Korea, known for casual puzzle games. Originally operating on an in-app purchase (IAP) only model, SundayToz chose to add in-app advertising (IAA) to their business model. Looking to increase return on investment, SundayToz made the switch to MoPub’s full-platform solution and experienced positive results.

SundayToz reaps the rewards of MoPub’s full-stack platform

- Revenue (ARPDAU) increase
- Positive experience with MoPub’s diversified demand offering

UP TO A 95% REVENUE INCREASE for popular gaming titles like Shanghai Anipang
Challenges:

Before switching to MoPub, SundayToz was looking to increase access to diversified demand and lower volatility in revenue. They also faced general in-app advertising challenges including:

- Decrease in eCPM/performance despite changes to their waterfall setup.
- Dependency on certain networks that ultimately received a majority of impressions, which caused a large fluctuation in revenue based solely on the condition and performance of those certain networks.
Results

After changing their mediation platform to MoPub, SundayToz experienced revenue growth and improved access to diversified demand.

Revenue increase for a number of popular gaming titles

The graphs below showcase eCPM and revenue increase compared to the 30-day average index before partnering with MoPub. The red line indicates revenue and the blue line indicates eCPM.

*Internal data provided by SundayToz. The area in white on the graph’s left hand side refers to the revenue and eCPM index prior to applying MoPub; the area in red on the graph’s right hand side refers to the revenue and eCPM index after applying MoPub.

1. Snoopy Spot the Difference (Domestic version)

>>> Before working with MoPub <<<

\[\text{eCPM 65\% & revenue 54\% increase*} \]

\*Internal data provided by SundayToz from July 2019 through September 2019

2. Snoopy Spot the Difference (Global version)

>>> Before working with MoPub <<<

\[\text{eCPM 28\% & revenue 10\% increase*} \]

\*Internal data provided by SundayToz from July 2019 through September 2019
3. We Bare Bears The Puzzle

![Graph showing eCPM and IAA Revenue before and after working with MoPub]

**eCPM 75% & revenue 61% increase**
*Internal data provided by SundayToz from August 2019 through September 2019*

4. Shanghai Anipang

![Graph showing eCPM and IAA Revenue before and after working with MoPub]

**eCPM 52% & revenue 95% increase**
*Internal data provided by SundayToz from August 2019 through September 2019*

**Demand diversification**

Before switching to MoPub, SundayToz was only using a few networks and as a result, one network got more than 50% of all impressions.* After working with MoPub, the dependency on that network decreased significantly and impressions are now more diversely distributed to multiple networks. This, in turn, decreased volatility in revenue.

*Internal data provided by SundayToz

"We'd run so many tests for waterfall and revenue optimization, but we saw the biggest and most stable revenue increase after switching to MoPub's mediation platform. If you're a publisher who wants to monetize from in-app advertising (IAA), it is definitely worth testing MoPub and seeing the results yourself."

*Seyoung Yoon
Corporate Development Manager, SundayToz*