Case Study - Ad Monetization

mHero increases revenue by 474% by symbiotically using SDK & API

Here is how mHero drove revenue by 474% and EPC by 184% by orchestrating Offers API and Offerwall SDK to better match the app's core loop.
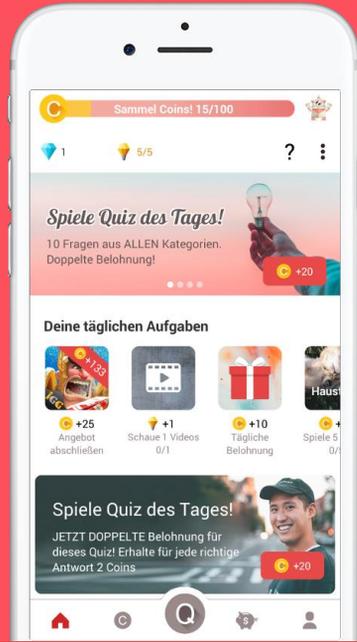
Quizfriends
from mHero

The Challenge

## Improve ad exposure to increase revenue and engagement

Quizfriends is an addictive Trivia game developed by mHero. Users can earn coins by completing quizzes and exchange them for giftcards or real money once a certain threshold is reached.

In order to have a further option to collect coins missing to reach a payout threshold, mHero integrated offerwalls. That way users are able to collect additional coins by downloading and trying apps, completing surveys or signing up for free trials.

A few weeks into launch, mHero examined that users only very infrequently used the offerwalls. They therefore decided to look into ways to display offers more prominently.

Goals:
- **Optimize in-app ad exposure to expand ad monetization opportunity**
- **Increase user engagement by showing them how to reach the payout threshold faster**

App Details

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App:	Quizfriends
Publisher:	mHero
Category:	Trivia
Platform:	Android iOS
Monetization:	Offerwall SDK Live Offers API

Quizfriends Q

The Solution

SDK & API symbiosis

After looking at aggregated data of the first few weeks, mHero and ayeT-Studios decided that using the ayeT Live Offers API in addition to the SDK is most likely to drive increased ad exposure, engagement and revenue.

The first screenshot shows an offer served through the API directly to the home screen of the app.

The second screenshot shows the offer section within the app where offerwall SDKs can be accessed. The API integration is used here to show additional top paying offers to the users.

Offerwall SDK

Live Offers API
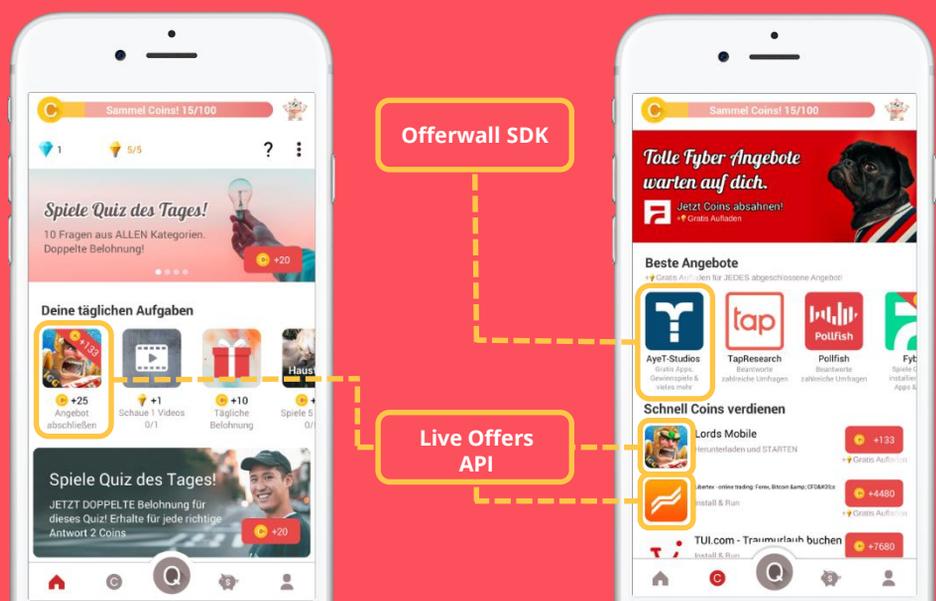
## SDK & API together drive increased performance for all unit KPIs

Going away from showing a monetization SDK in an isolated section towards serving top offers to users more prominently via API resulted in an increase of all measured unit KPIs.

Revenue jumped by 474%, ad clicks increased by 102% for the same sized user base, and EPC soared by 184%.

While clicks increased due to a more prominent offer placement, a nice side effect was an increase in EPC. The main driver here is the fact that

the API integration allowed mHero to show curated top offers with above average conversion rates and payouts to the user in the most relevant app sections at the most relevant point in time of the user flow.

Achieved Goals:
- **Ad exposure was optimized and in line revenue jumped**
- **User engagement increased - clicks on offers jumped by 102% while ads were served to same sized user base**
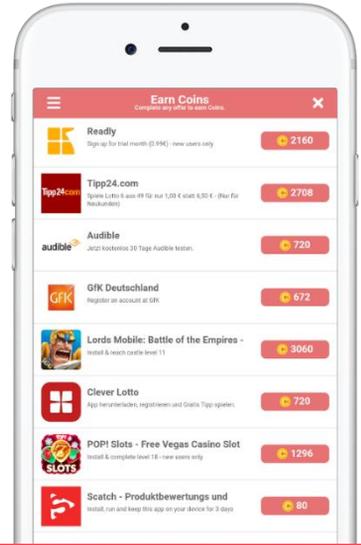
474%
Revenue Increase

102%
Ad Click Increase

184%
EPC Increase

Revenue jumps in week 7 after API integration went live

While having a relatively constant user penetration during week 1 to week 6, in which time the monetization SDK was solely shown to users in the earn coins section, the API release in week 7 caused a jump in clicks, revenue and EPC.

On top of completing prominent offers served via API, the users

started using the SDK more heavily to search for additional offers.

Key takeaway:
Savvy implementation of both SDK & API can drive performance across all unit KPIs.

Offers API went live

Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8

Revenue — EPC
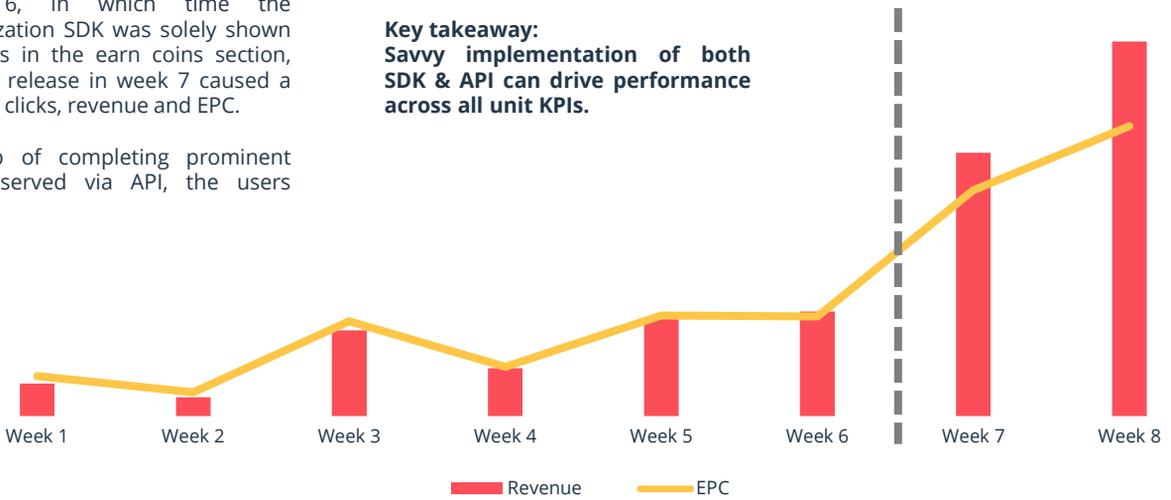
"We challenged ourselves to drive incremental revenue per user across our different monetization partners. ayeT quickly pointed out how their Live Offers API could help achieve that. Thanks for the quick and professional help!"

Oliver Ebert
Chief Product Officer mHero

a case study by: **AYET STUDIOS**