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

**Challenges**

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.

**Solution**

MoPub provided advanced features and hands-on support that allowed Halfbrick to create a sophisticated advertising strategy:

- Create direct relationships with ad networks that increased participation in premium campaigns
- Per-country ad network waterfalls that raised CPMs across the global user base
- Regional ad network support with Custom Events, enabling new partner tests
- Active participation in Marketplace
- Granular targeting with conversion tracking to efficiently utilize ad inventory for cross promotion
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.

“Marketplace just went bananas for us in March. It was awesome.”
- Jared Oats, Advertising Manager, Halfbrick