

Optimize your mobile ad integration

Storm8 builds engaging, high-quality user experience with Rewarded Videos



Founded in 2009, Storm8 reaches over 50 million monthly active users through an impressive portfolio of top-charting mobile apps. Their games have garnered over one billion downloads in more than 150 countries and have clocked upwards of 150 billion minutes of gameplay.

When deciding on the best ad monetization approach for their leading social titles *Restaurant Story* and *Bakery Story*, Storm8 wanted to make sure that the high-quality user experience stayed intact for their players and fit in organically into the overall game environment. Simulating the environment of a restaurant and a bakery, respectively, each game encourages players to build a successful business

by employing a number of tactics to keep customers happy. Rewarded ads had the potential to naturally complement the mechanics of the gameplay, so Storm8 partnered with Fyber to not only simplify the integration of their various ad networks, but to work with Fyber's Monetization and Growth team that supports developer strategies to implement a successful monetization scheme for each title.

Results

+75%

Increase in ARPDAU from implementing a blended reward strategy & lowering the minimum game level required to see rewarded ads.

+15%

Boost in average eCPMs when competitor ads were not blacklisted.

+30%

Bakery Story
Lift in average eCPMs when a daily video cap was introduced.

+100%

Restaurant Story
Lift in average eCPMs when a daily video cap was introduced.

“The guidance and support provided by Fyber has been instrumental in helping us develop a successful ad strategy. Their team is highly-responsive, knowledgeable, and quick to provide suggestions on how to further iterate and improve. The in-depth support that they offer ensures that we are consistently on the ball and driving our titles towards success.”

JEANETTE SU, BUSINESS OPERATIONS ASSOCIATE, STORM8

Objectives

Storm8 wanted to preserve their high-quality user experience while implementing Rewarded Video ads as a complement to in-app purchases (IAP). In addition to determining the approach that would maximize returns, they also wanted to explore which user reward would yield the highest ad engagement. Storm8 focused on three key components of their integration:

1 Reward type and minimum level to access rewarded ads

To test the highest ad engagement, Storm8 implemented two different types of rewards in exchange for a video view: Hard currency in the form of gems and a tactical reward that allowed them to speed up the cooking time of one of their items. Storm8 tested a blended approach which integrated both reward types, and also explored whether lowering the minimum game level required to view an ad would have a significant effect on ARPDAU.



2 Ad blacklisting

To determine the opportunity cost that implementing a blacklist would have on revenue, Storm8 decided to take a look at whether blacklisting competitor ads would have a significant impact on overall eCPMs. To compare, they segmented their base into two groups: one that is shown all ads and one which implemented a blacklist.

3 Cap on video views

Finally, Storm8 implemented a cap on the number of rewarded videos that a user could watch each day. They limited views to seven videos per day for non-payers and five for payers.

Key takeaways

Test which rewards work best.

Consider the unique aspects of your app, and run tests to confirm which reward – or mix of rewards – works best for your audience.

Be clear on overall goals when determining blacklisting settings.

Blacklisting can have a significant impact on your overall eCPMs. Monitor the results of any blacklisting and make sure you are aware of the associated opportunity cost.

Maximizing your ad frequency may not maximize your revenue.

Analyze how the number of rewarded ads a user can access per day affects overall revenue. Keep in mind that performance may differ for various user groups.