

Monetizing with InGamePlay Brand Ads

Case Study:



**STEALTH
MASTER**

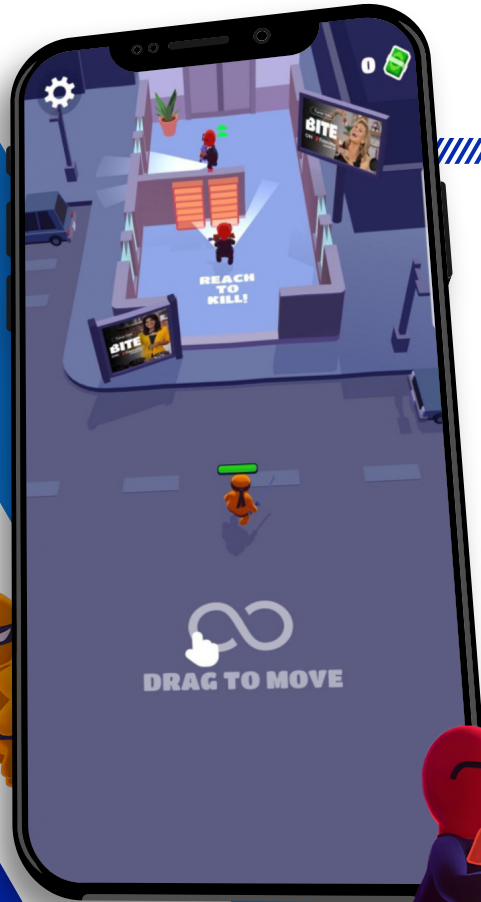
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SAYGAMES



AdInMo

Ninja Monetization Moves



Leading hyper-casual games publisher SayGames see in-game advertising as a strategic opportunity to improve player experience and drive incremental revenue. Here, we share a best practice case study how they built InGamePlay ads into their hit game Stealth Master.

In Stealth Master, players take on the role of an elite assassin tasked with taking out various targets. Set in a series of high-rise buildings, it's an ideal environment for in-game advertising with billboards showing ads authentically.

The ad implementation is well-framed, appearing in great locations across all of the game's levels. Placements even extend to the tutorial, demonstrating the immersive nature of InGamePlay brand ads, and the fact that there is no impact on player retention or performance.



Title:

Stealth Master

Publisher:

SAYGAMES

Platforms:



Genre:

ACTION

Downloads:

10m+

“We have tested many in-game ad monetisation SDKs and AdInMo is one of the few that didn't impact game performance in any way”

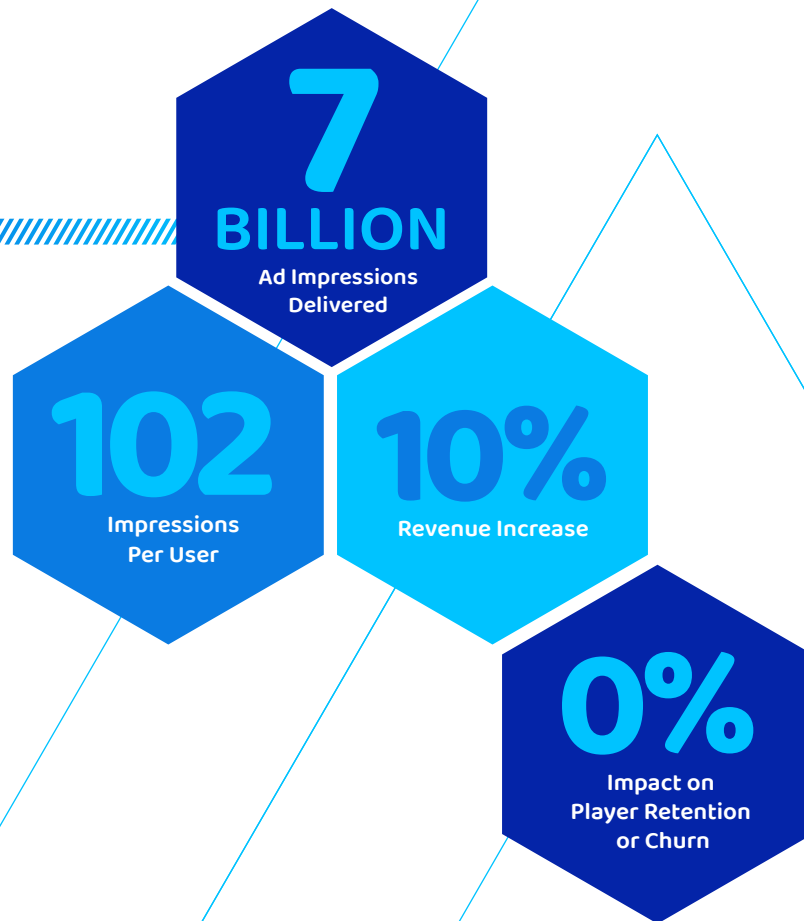
Anton Volnykh
Head of Developer Partnerships
SayGames



Impact & Stats

SayGames reported there was no negative impact on reviews on either GooglePlay or the App Store with no references to InGamePlay ads negatively impacting the player experience.

In six months, AdInMo has generated an average ARPDAU uplift of up to 10% for Stealth Master across Android and iOS. Based on this successful integration, SayGames is now rolling out in-game advertising across multiple titles.



The Journey to InGame Ad Mastery

Step 1: Test SDK performance

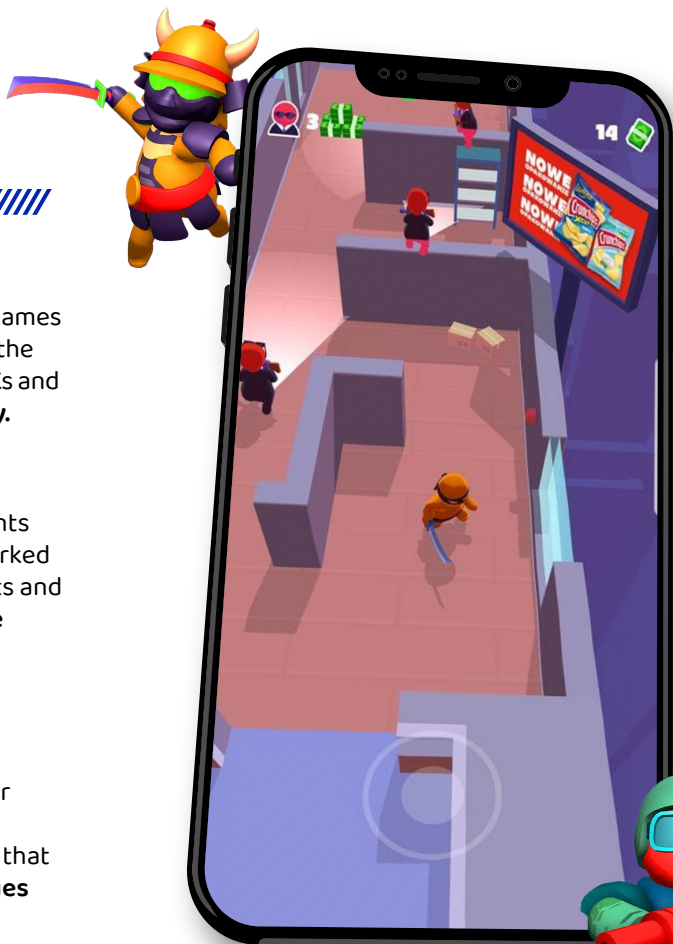
Before beginning to think about monetization, the most important thing for SayGames was to make sure the SDK integration had no impact on game performance, or the player experience. SayGames has tested several in-game ad monetisation SDKs and AdInMo is one of the few that **didn't impact game performance in any way.**

Step 2: Create and optimize placements

SayGames' test integration into Stealth Master had limited placements and generated 10% valid impressions. Their development team worked with AdInMo's Game Design team to optimize their ad placements and used AdInMo's SDK testing tools to **increase their monetizable impressions by 5X** before going live.

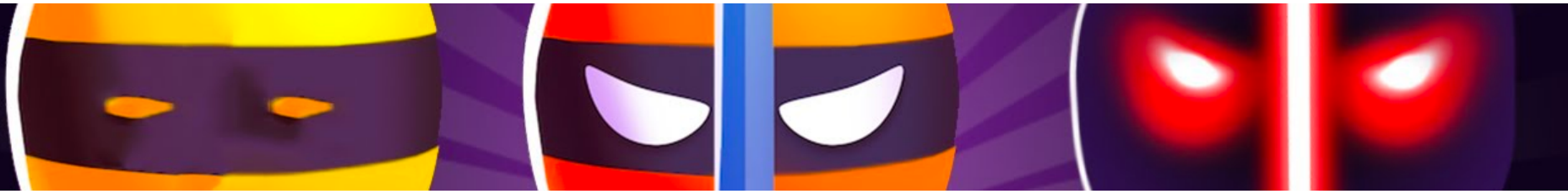
Step 3: Control the player experience

SayGames use AdInMo's shrink-to-fit feature which dynamically alters the size of ad placements, and their surrounding frames, based on the size of the ads delivered to them. This optimizes the ad creatives that players see in the game and **InGamePlay revenues have doubled month-on-month.**



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with InGamePlay brand as today

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