

## Bringing Up Baby — and Tripling Revenue

While developers at London-based Tonee Ltd were thrilled by the adoption rate of their parenting simulation game My Baby, their feelings about the revenue stream were less enthusiastic. In-app ad revenue was simply not in line with what they had anticipated, given the game's 6MM players. Vungle's optimization experts reviewed the initial ad placement and suggested a single optimization that could be made from the Vungle developer dashboard. eCPM for My Baby immediately went through a serious growth spurt, shooting up revenue from Vungle ads threefold, in a matter of days.

3x

increase in revenue

4

star review  
★★★★

6

million downloads

### The Challenge

When it comes to in-app videos, it's not as simple as when and how to present an ad. Whether users watch the entire ad makes a difference in revenue. Developers at Tonee Ltd had integrated Vungle video ads into their parenting simulation game, My Baby, but something was amiss. With all those downloads and all those players tapping the button to see the ads, why wasn't Tonee seeing more revenue?



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“We love the Vungle concept of advertising. The videos are much more engaging than standard image ads. Our users appreciate the quality of the ad and the fact that they get rewarded for their time.”

— Anton Tonev,  
Founder, Tonee Ltd

### The Solution

Tonee director Anton Tonev was mulling over this very question when the optimization experts at Vungle came to the rescue. Together, they reviewed the My Baby ad placement and identified the problem: the ads in My Baby were set to skippable. To rectify this, Vungle recommended that Tonev flip the switch and make ads non-skippable. In order to maintain an excellent user experience, Vungle also recommended that Tonev continue to reward players for time spent watching the short, snappy video ads with a free bottle of virtual milk for hungry babies.

### The Results

By changing just a single element, Tonev saw eCPM soar. Despite the change to ads from skippable to non-skippable, players continued to grace the game with an average 4-star review on Google Play, as the 15-seconds they dedicated to watching a video was still being rewarded.

By continuing to reward players for their time, My Baby maintained a fantastic user experience - yet by switching ads from skippable to non-skippable, Tonev succeeded in tripling revenue from Vungle ads.

"Players were already being rewarded for watching video ads with a free bottle of milk," says Tonev, "so it made sense to ask that they devote just 15 seconds of their time in exchange for a reward. My Baby continues to receive great reviews on Google Play, as players realize the value in the reward, with many returning to watch multiple videos each day to earn extra milk bottles."

