Summary

IsCool Entertainment, a French mobile and social gaming studio, wanted to increase its ad revenue and simplify its monetization by using just one SDK.

To thoroughly test Ogury **Intelligent Monetization**, IsCool deployed it on two of its apps while keeping its original monetization solution on the remainder of its portfolio in order to compare and contrast results.

Facts

31% IsCool Entertainment's ARPDAU increased by 31%

x3 Higher user acquisition allowed IsCool Entertainment to triple its daily ad revenue

**72%** VCR

26.5% re-engagement rate

Problem

IsCool Entertainment wanted to increase its ARPDAU but was struggling to do so. The studio already had an ad monetization solution in place, but it relied on standard waterfall optimization and ad mediation that was biased to the vendor's own network campaigns. As a result, IsCool Entertainment was not earning the best possible revenue and found that its existing solution was overly complex, taking too much time to integrate and deploy across all apps and updates. IsCool wanted just one SDK that could perform these tasks rapidly and effortlessly.

Solution

Intelligent Monetization combines dynamic floor optimization with real-time competition. Ogury's mobile user journey data - generated from over 400m profiles - fuels its **Revenue Optimization Engine** that puts all demand sources, networks, DSPs and programmatic exchanges in competition with one another. As a result, publishers never miss out on the highest bid and fill rate, maximizing their revenue.

Intelligent Monetization
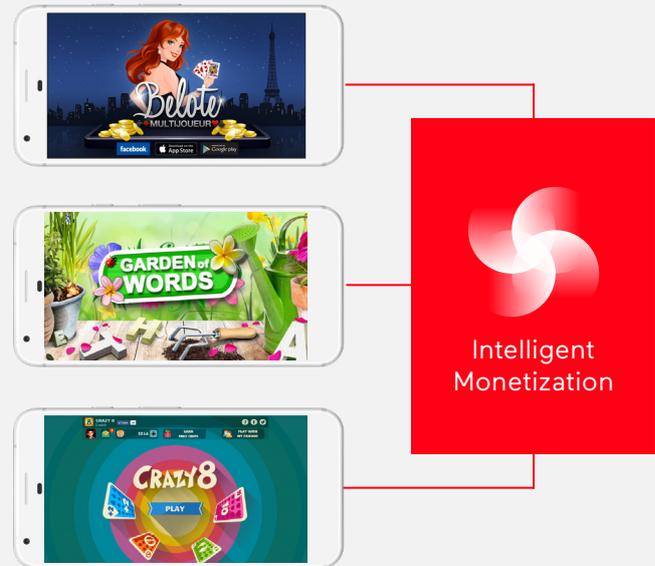
Results

After implementing **Intelligent Monetization**, IsCool Entertainment's ARPDAU increased by 31%. This spike in numbers prompted IsCool Entertainment to integrate Ogury's solution across its entire portfolio of apps on both Android and iOS. Additionally, the increase in ARPDAU allowed IsCool Entertainment to focus more time and money on user acquisition, leading to the studio tripling its daily ad revenue.

> "Working with Ogury has revolutionized how we monetize our mobile assets. We thought we were doing well before, but the results we've had using Ogury Intelligent Monetization have been well beyond our expectations."

Hadrien des Rotours
CEO, IsCool Entertainment

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