Summary

Magmic is a world-leading publisher and developer of mobile content and games. However, despite over 15 years of experience connecting the world through its content, they were challenged with overcoming user churn as a result of showing competitor gaming ads within their platform.

Magmic turned to Ogury **Intelligent Monetization** to power its monetization process and increase the lifetime value (LTV) of its users.

Facts

+90% increase in life-time value (LTV)

+80% increase in fill rates

Problem

Magmic has been acquiring users for almost 2 decades by offering valuable gaming content. However, despite Magmic's ability to attract users towards its games, they were challenged with retaining these users. With the vast majority of monetization solutions providing app install ads for other games, publishers risk losing users due to implementing a self-cannibalizing monetization strategy. To overcome this challenge and increase the LTV of its users, Magmic needed to implement a premium monetization solution.

Solution

Magmic began leveraging Ogury's quality first-party consented mobile journey data to overcome its user retention challenge, through the implementation of **Ogury Intelligent Monetization (OIM)**. Ogury Exclusive Demand (OED), which is accessed via OIM, leverages the understanding of Magmic's users to deliver ads from premium brands, allowing them to provide a less disruptive and more seamless in-app experience. By accessing quality data on its users via OED, Magmic moves away from transactional install focused messaging and towards quality brand engagement messaging. This strategy shift leads to higher CPMs, and minimized user churn as users aren't encouraged to download a competitor app.

In addition to the user experience, OIM also provides the Magmic development team with a more seamless implementation process. With just one SDK that is plugged into every major demand source on the market, including OED, Magmic can serve ads from premium brands, and optimize ad revenue automatically. This process saves the developers time, increases the quality of the user's in-app experience, and ultimately drives unprecedented results for Magmic.
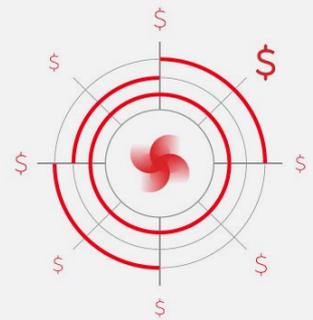
Results

Magmic continues to see positive results from partnering with Ogury. Since moving to Intelligent Monetization, Magmic has seen a significant bump in user LTV. In addition to these results, Magmic has also seen increased revenue, a higher eCPM, and an 80% increase in fill rates.

LTV **+90%**

"It is very evident how much Ogury has helped make an impact on our lifetime value. Our LTV at 180 days almost doubled and the inclusion of Ogury was a major reason for this change."

Valerie Husky
Director of Monetization and Growth, Magmic