## Challenges

As the world's number one mobile games publisher, Voodoo was looking for a monetization partner to increase their ad revenue. But as they develop easy-to-play games that are traditionally designed to be played for a short period of time, they also needed help delivering a compelling ad experience to maximize retention rates and time spent in-app.

To achieve this, Voodoo wanted to access premium demand and serve innovative ad units on their apps. With around 300 million Monthly Active Users and more than 100 gaming apps, they needed a scalable solution that would deliver ads globally and across their entire app portfolio.

Solution

Since 2017, Ogury has helped Voodoo to monetize their mobile ad inventory thanks to their premium demand from more than 1,500 top brands globally. After the initial success of Ogury's SDK integration into one of Voodoo's very first hit games, *Paper.io!*, Voodoo decided to expand the technology across their portfolio on both Android and iOS.

The seamless integration process and the dedicated support team, meant that Ogury has been integrated into most of Voodoo's top apps and is now one of the gaming publisher's key partners to drive revenue growth.
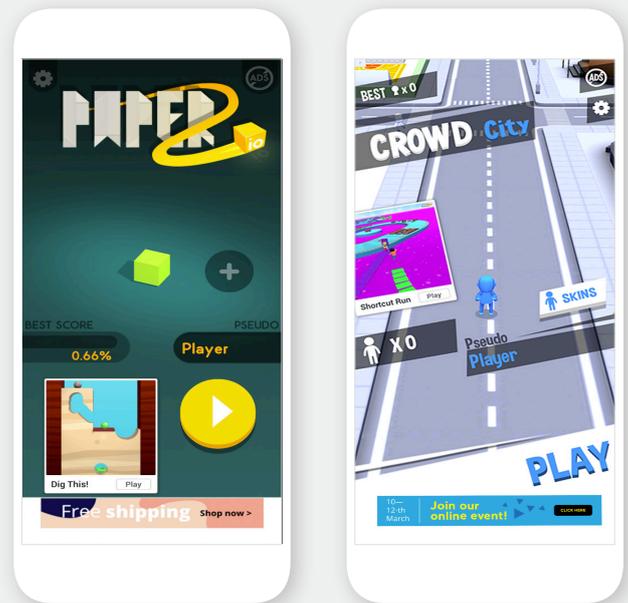
Results

Ogury soon became one of Voodoo's top performing and most reliable partners. They helped the game development company to diversify their demand, benefit from brand seasonality, and increase competition in their waterfalls, which all contributed to increased performance.

Serving exclusively premium demand with engaging and innovative mobile ad campaigns, Ogury helps Voodoo increase their ad revenue while creating a compelling user experience for their players.

> Ogury is a top-performing and reliable partner, we're delighted to have had their support over the years. Their monetization solution is ideal for publishers who want to monetize their global inventory with premium brands.

David Ribeiro,
User Acquisition and Monetization Team Lead at Voodoo