**GreedyGame**

## GAMES

| Fancy Girl Dress Up | Adorable Girl Dress Up |
|---|---|
| *Casual/Dress Up | *Casual/Dress Up |

**Google Play Rating**
4.1

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4.1

**Modes of Revenue**
In-app Purchases and Advertisements

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**Publisher**
Keong Games

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## ISSUE

Publisher was looking for a source to earn additional revenue.

## OBJECTIVE

To deliver in-game brand ads.

## SOLUTION

GreedyGame's SDK enabled Keong Games to run native ad campaigns. These ads were designed to be non-intrusive, which did not harm users' in-game experience and still allowed the publisher to earn additional revenue through ads.

## IMPLEMENTATION

Since both games had a similar concept (*make over), GreedyGame wanted to launch a campaign which could match the theme. GreedyGame introduced a campaign of Rexona in both games and designed ad units as per the gameplay. These ads would appear on in-game assets like – wall, shelves and many more.

## RESULTS

- Additional Revenue – 30% of total revenue

- Post integration user drop – 0%
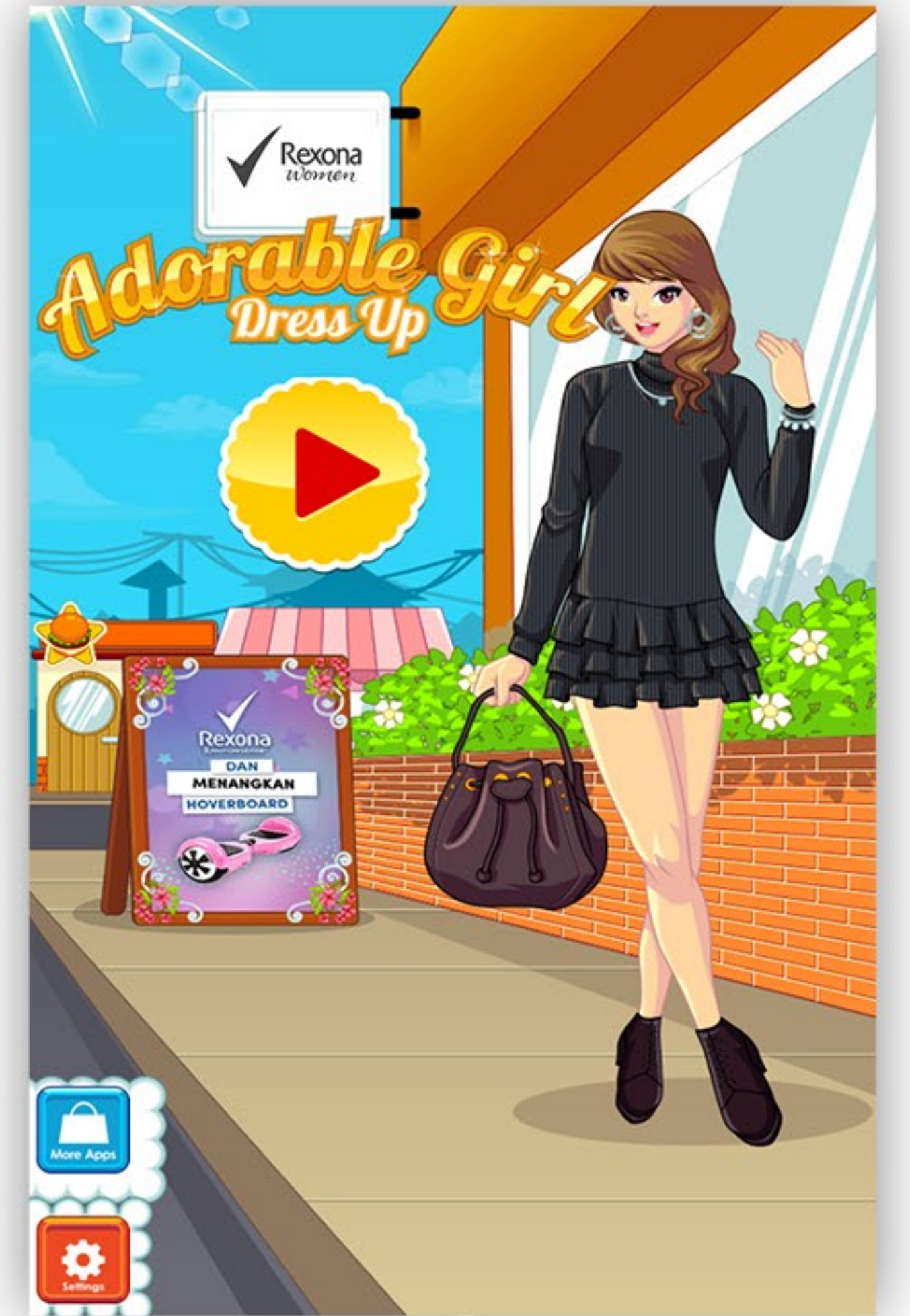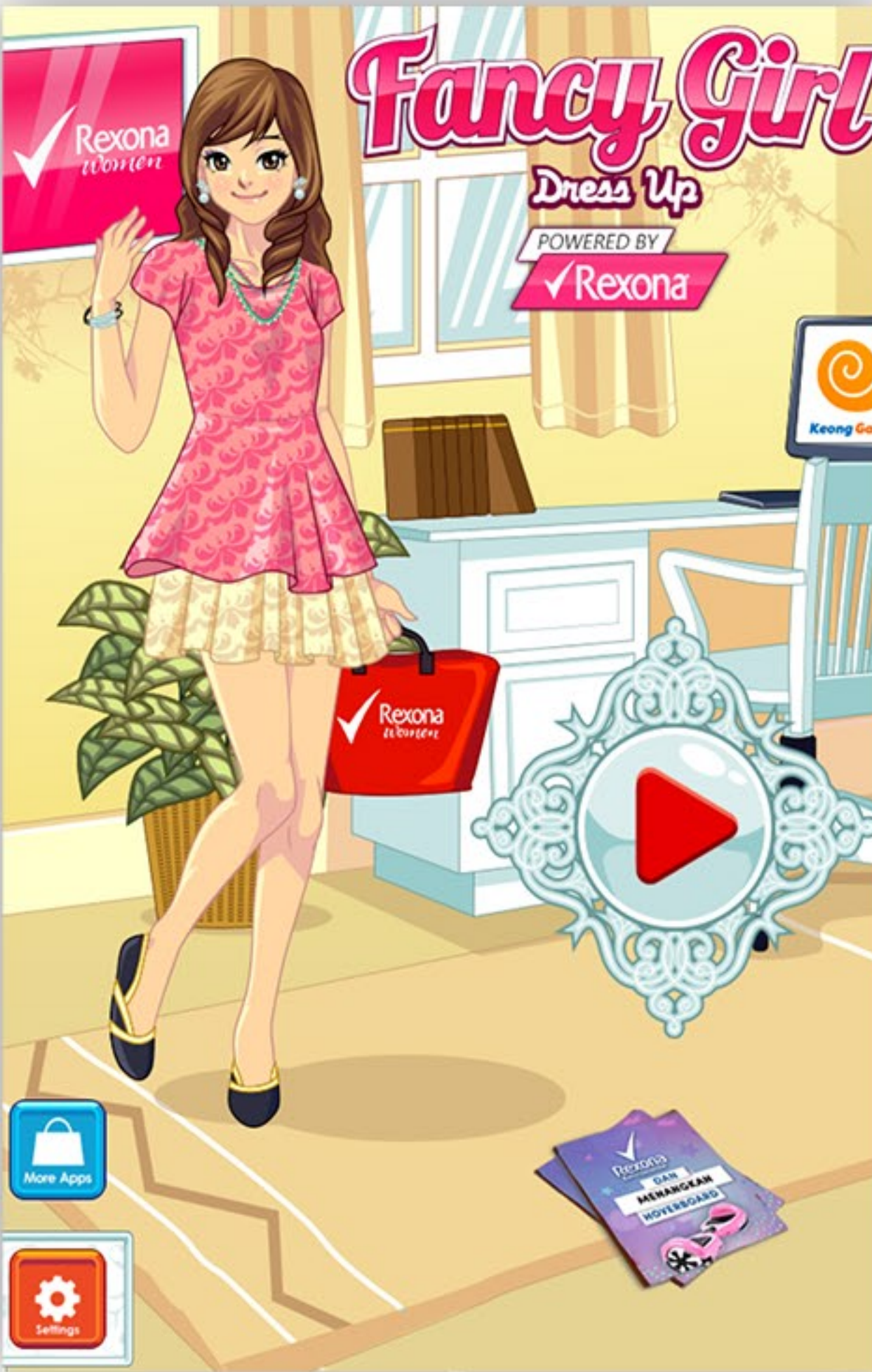
## TESTIMONIAL

"GreedyGame's SDK is very innovative. It lets people enjoy our games and helps us to retain them. The integration is very simple and delivers quick results.

Andi Taru
CEO, Keong Games

## ABOUT US

GreedyGame is a native ad platform which helps game developers/publishers to earn money through in-game ads.

Through our solution, developers get an opportunity to monetize in-game assets, while consumers enjoy the games even more without any interference in their gameplay.

## CONTACT US

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