



PUBLISHER CASE STUDY



ISSUE

Reduce publisher's operation effort and prevent user drop every time they run brand ads through custom APKs.

OBJECTIVE

Nazara was looking for in-game brand ads without modifying their game every time.

IMPLEMENTATION

GreedyGame's SDK allows publishers to build custom native ads for brands by changing characters, backgrounds, powerups in real time.

RESULTS

- Reduced publisher's operational effort
- Post integration user drop – 0%
- Ran successful campaigns of brands like; Dettol (Reckitt Benckiser), Vodafone, Horlicks (GlaxoSmithKline), Classmate (ITC) and many more

GAMES

Chhota Bheem: The Hero

*Game Type: Action/Fighting Game



Installs

1,000,000-5,000,000

Google Play Rating

4.1

Modes of Revenue

In-app Purchases and Advertisements

Publisher

Nazara Games



In Chhota Bheem: The Hero, the brand was introduced as a power-up, which would give immunity to Chhota Bheem to fight back. Furthermore, the brand would also appear on in-game assets such as; wall, flag and during the transition.



Chhota Bheem: Jungle Run

*Game Type: Fun Run Game



Installs

10,000,000-50,000,000

Google Play Rating

4.0

Modes of Revenue

In-app Purchases and Advertisements

Publisher

Nazara Games



In Chhota Bheem: Jungle Run, the campaign was designed as per its gameplay. Similar to Chhota Bheem: The Hero, ad would appear on in-game assets; billboards and transition. This time a jingle was implemented too, which would play during the transition (along with a message). The campaign was about the functionality and usage of a product.



TESTIMONIAL



We work with GreedyGame to fill native ads inside the games. This is a very effective way of monetising within the game and without intruding the consumer experience.

Manish Agarwal
CEO, Nazara



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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