GreedyGame

ISSUE

NextWave was looking for an ad network that could help them monetize their in-game inventory.

OBJECTIVE

Facilitate and deliver in-game brand ads.

IMPLEMENTATION

With GreedyGame SDK, Nextwave was able to run brand campaigns at scale. GreedyGame introduced Jana Bank, a brand, which would previously run ads only on ATL channels like TV, radio, billboards and print media but not on mobile. The campaign was a huge success.

GAME

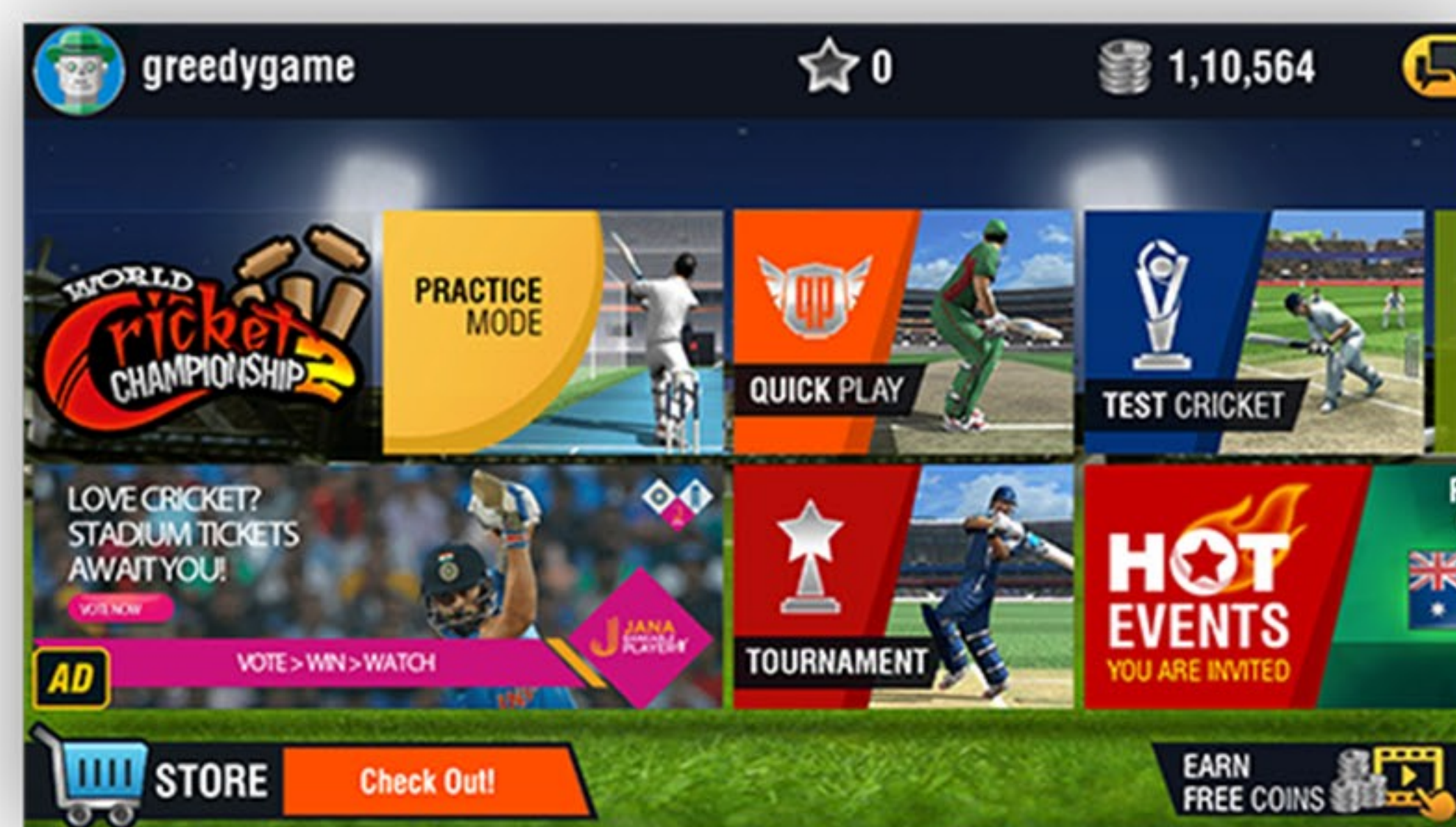World Cricket Championship 2

Installs
5,000,000 - 10,000,000

Google Play Rating
4.4

Modes of Revenue
In-app Purchases and Advertisements

Developer
NextWave Multimedia Inc.

RESULTS

- Additional Revenue generated 30% month on month

- Opened Nextwave to a flurry of traditional brands for year-long partnerships

- Post Integration user drop – 0%

TESTIMONIAL

"
GreedyGame Ad SDK is a big bonus for game developers.
Apart from accessing top brand ads from GreedyGame inventory, we also run our own campaigns of big brands. This feature to run your own campaigns, which is also very useful when you want to promote your own game promotion ads as a back fill.

P.R Rajendran.
CEO Nextwave Multimedia
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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.