

# Live Talk - Free Video Calls CASE STUDY

## APP

Live Talk - Free Video Calls



### Installs

Live Talk

5,000,000+

### Google Play Rating

Live Talk - Free Video Calls: 4.5

### Developer

Azhar Technologies

Live Talk is a free video call application that will enable you to make friends from all over the world.

## PROBLEM

Live Talk wanted ads that could seamlessly blend with the existing visual experience of the app and increase its revenue without affecting user experience in any negative way.

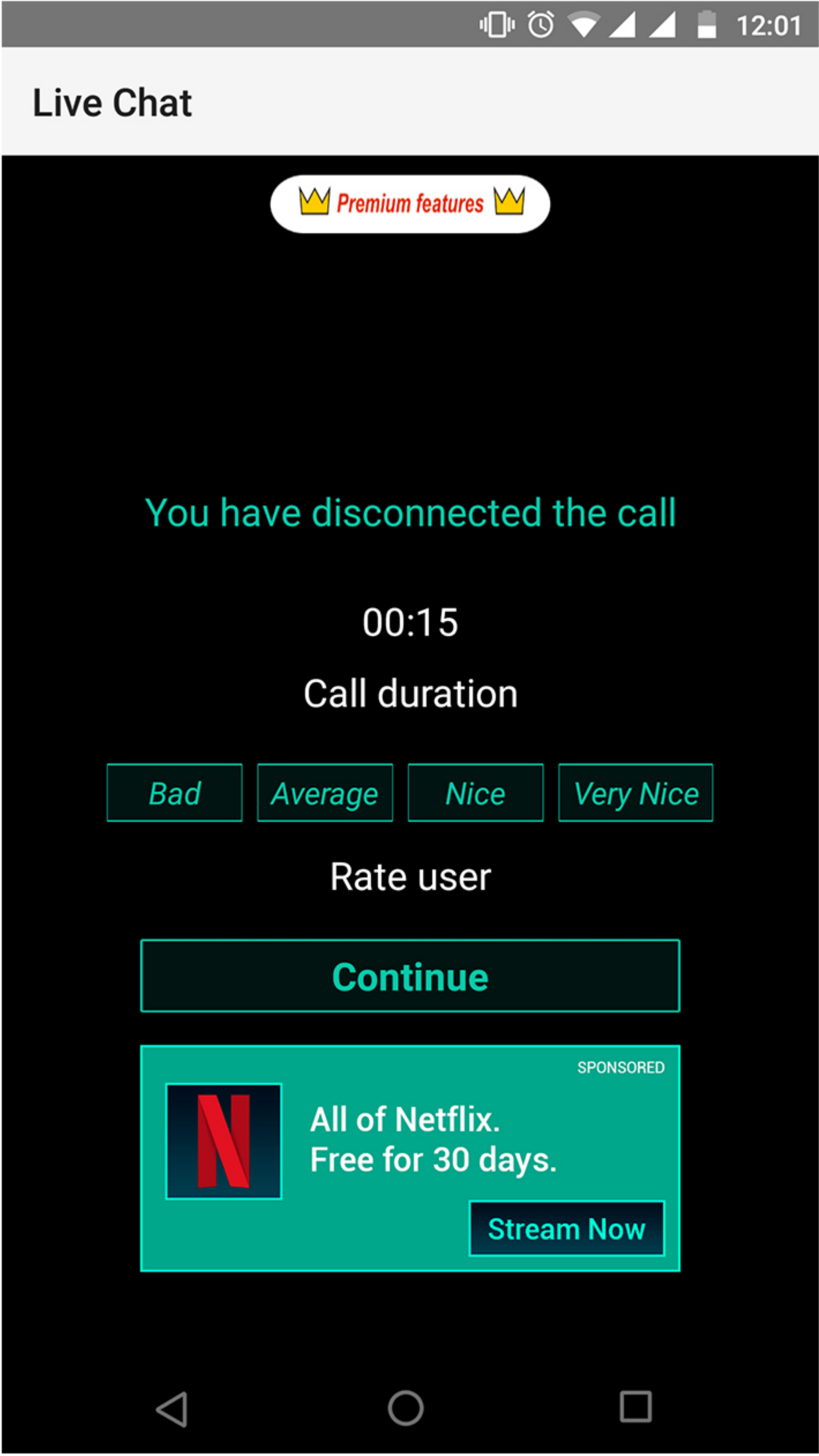
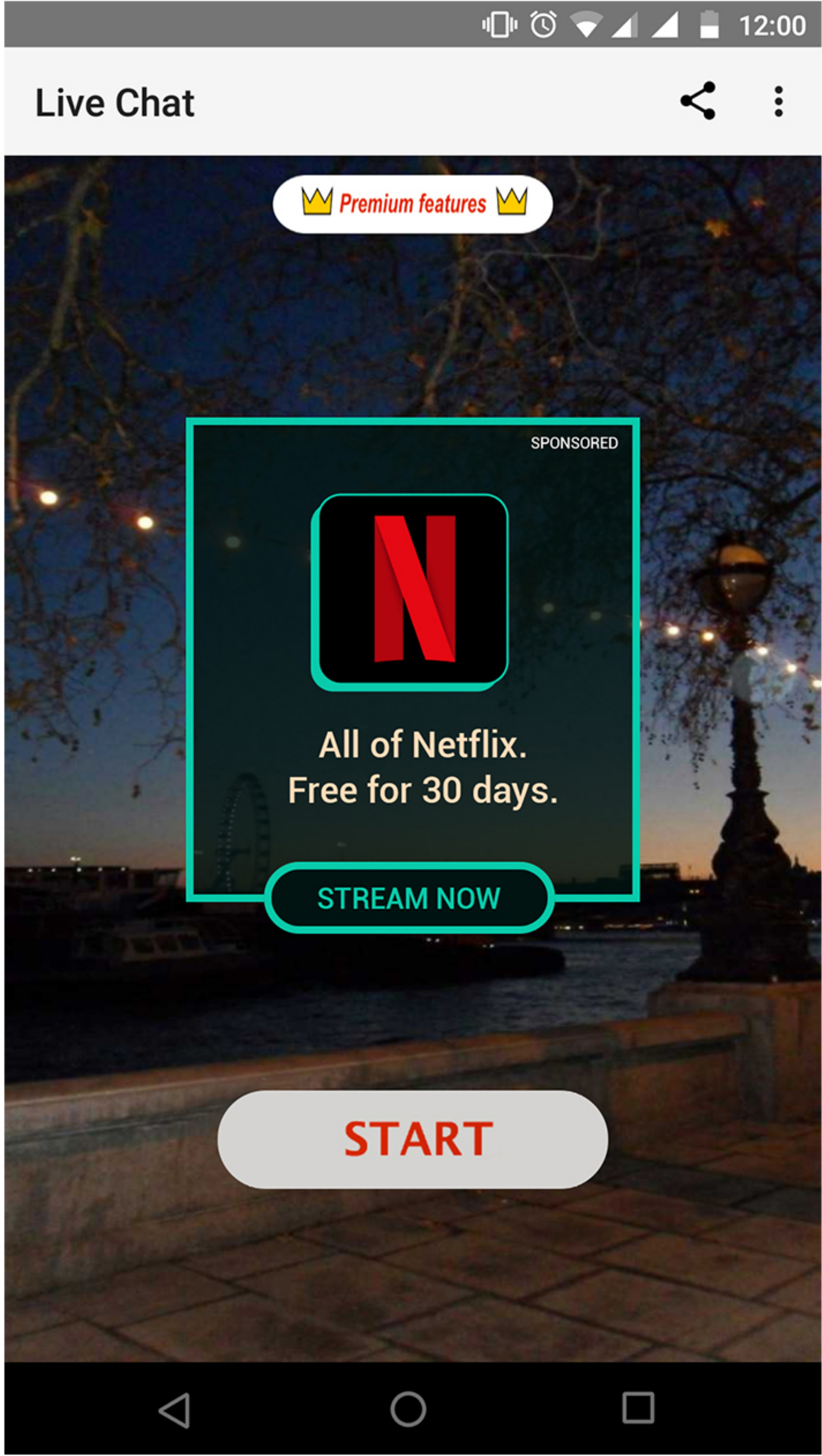
## SOLUTION

GreedyGame recommended native ad spots which naturally blended with the design of the Live Talk app, to ensure that the user experience remains unaffected. The right placement of native ads also helped increase the CTR and overall ad revenue of the app.

## RESULT

- 35% increase in ad revenue.

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## PUBLISHER FEEDBACK

How much does GreedyGame contribute to your total Ad revenue?

- GreedyGame has helped us in identifying 35% in additional Ad revenue.

Will you recommend GreedyGame to other Publishers?

- Yes!

Have you received any negative feedback about GreedyGame Native Ads on Play Store or any other forum, like Facebook or Twitter?

- No.

What is your feedback about GreedyGame Native Ads?

- Nice layout design as per app design and not disturbing users' experiences

## TESTIMONIAL



Earlier we were afraid to use this new ad solution and thought it might be the same as other ad networks. But after integrating GreedyGame native ads, we realised that this kind of ads works well compared to any other native ad network and most important thing is that it didn't affect user experience, and we are getting 30-35% additional revenue.



Azhar Technologies  
- Publisher

## ABOUT GreedyGame

GreedyGame is a native ad mediation platform which helps app developers / publishers to optimize their revenues. Through our solution, publishers can now implement native ads with ease, automate design optimization to improve CTR for a considerable jump in revenues. All this happens along with enhanced app experience where our native ads blend seamlessly with the app components giving premium ad-free app experience for the user.

## CONTACT US

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