

Nextwave Multimedia increases revenues by 2X partnering with InMobi for global monetization



HIGHLIGHTS

100%
Revenue Lift

40%
Higher Global Fill Rates

With blockbuster app store games such as World Cricket Championship 2 and Beach cricket under its belt, Nextwave Multimedia is one of the largest app developers in India.

THE CHALLENGE

Having built a highly engaged user base, the dearth of global demand had Nextwave missing out on monetization opportunities. With a clear objective to improve the game's monetization without compromising on the user experience, Nextwave Multimedia decided to partner with InMobi.

MAJOR APPS MONETIZED

World Cricket Championship 2, World Cricket Championship, Real Carrom, Beach Cricket

PLATFORM

Android, iOS

Ad Formats

Video, Interstitial, Banner, Floating Banner

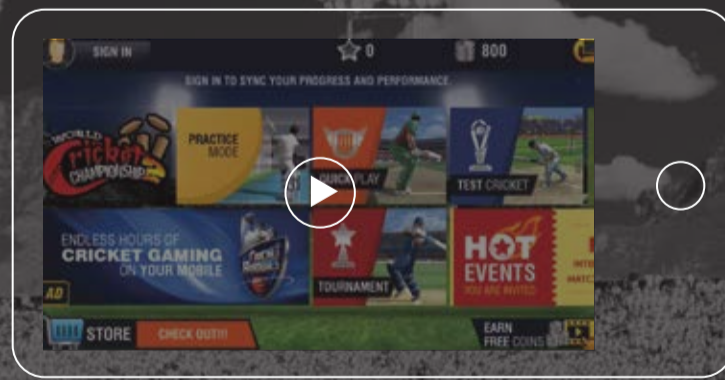
Major Geo(s)

India, Middle East, Australia & USA



THE SOLUTION

Working closely with the team at Nextwave, InMobi crafted a sophisticated monetization strategy to deliver higher fill rates, to activate monetization across different geographies and to unlock higher revenues. InMobi's ad placements were the right solution to ensure a great user experience and thereby, generate higher revenues.



RESULTS

With a strong global demand network, InMobi was able to improve Nextwave's fill rates by 40% for premium ad spots across its top apps. InMobi's access to a variety of premium brand and performance ad campaigns guaranteed minimal user fatigue and hence, higher user retention rates. Moreover, InMobi's exclusive access to seasonal burst campaigns provided Nextwave with even better avenues to grow eCPMs. This, in combination with InMobi's yield maximization, lifted Nextwave's revenues substantially.



"InMobi, as a strategic partner, has been really effective in scaling our revenues. With their dedicated support and consultative approach in shaping our mobile monetization strategy, InMobi is the No. 1 monetization partner for us".

—P R Rajendran, Founder & CEO, Nextwave Multimedia