

## The Challenge

Games2win (G2W) is one of the top 20 online gaming businesses in the world (as per comScore) and it takes its games very seriously! Funded by Clearstone and Silicon Valley Bank, G2W entertains over 20 million unique users each month via its portals, 600+ proprietary games, its very own in-game ad network and mobile social network for applications and games. Parking Frenzy, its Android car-parking game was played over 8.5 Million times within 10 days of launch. Keen on increasing ad revenue from this app, G2W wanted to use ads based monetization.

## The Approach

The Solution: For Parking Frenzy, G2W used multiple ad networks for increasing ad revenue and monetizing its global traffic. InMobi's global reach in over 50 countries and forte in delivering relevant ads worked at achieving Parking Frenzy's objectives.

## The Results

With InMobi, Parking Frenzy's revenue increased by 18%. It also saw 69% better eCPM with InMobi than the next best ad network. Bolstered by success, Alok, Founder and CEO of G2W wants to explore partnership opportunities through Appucino (G2W's social platform for games) with InMobi.

# Parking Frenzy, the Games2Win Android car-parking game sees 18% jump in ad revenue, 69% better eCPM with InMobi than the next best ad network

<b>Objective</b>	Monetize global traffic and increase ad revenues
<b>Target</b>	Parking Frenzy users (2.3 Million downloads)
<b>Solution</b>	Combination of Display and Text Ads
<b>Platform</b>	Android
<b>Results</b>	Increase of 18% in Ad revenue, 69% better eCPM than the next best ad network



“ We are working for the first time with InMobi on the Parking Frenzy app and I must say that I am happy with the performance of InMobi, as compared to the other ad networks. InMobi has managed to deliver good geographical coverage and high eCPMs - this is a validation of InMobi's reputation in the market.

Alok Kejriwal, Co-Founder and CEO, Games2win