

ADVERTISEMENTS DON'T HAVE TO INTERRUPT YOUR GAMES

AARKI HELPS GAME CIRCUS MONETIZE MORE USERS



THE CHALLENGE:

Monetize The Mobile Circus

To keep its classic Coin Dozer carnival game, available on both iOS and Android, free for users by monetizing through non-intrusive advertisements.

ABOUT GAME CIRCUS:

Game Circus develops enjoyable, free games playable by anyone from kids to grandparents. Each of their games is reminiscent of the metal and glass attractions of carnivals long past, which can now be held in the palm of your hand!

THE SOLUTION:

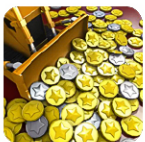
Engaging, High Paying Ads

Offer Coin Dozer players, across iOS and Android, a chance to earn additional in-game coins by engaging with an ad. This approach helped to maintain the user experience, while providing Game Circus with real coins of their own.

THE RESULTS:

More Money

Aarki increased Game Circus's month over month revenue vs. using only in-app purchases alone. Carnival goers opted to view advertisements for in-game rewards, helping Game Circus to monetize their free app without jeopardizing the quality of the game.



MONETIZE MOBILE CARNIVAL GOERS

OTHER POPULAR APPS FROM GAME CIRCUS:



Prize Claw



Frog Toss



Cookie Dozer



Horse Frenzy



4 Pics 1 Song

AARKI'S RICH MEDIA ADS OUTPERFORM STANDARD ENGAGEMENT METRICS BY 7X