

PROOF THAT FUN, UNOBTRUSIVE ADS WORK BETTER. POCKET GEMS USES AARKI TO BOOST AD REVENUE BY 58%



THE CHALLENGE:

Gamers Don't Like Interruptions

A leading developer of free-to-play mobile games, Pocket Gems is all about fun. Interrupting a game with an ad is decidedly unfun, so they were looking for a mobile advertising provider that could integrate with their apps in a natural way.

THE SOLUTION:

Minimally Intrusive Aarki Ads

Aarki's Publisher development team worked closely with Pocket Gems to design, time and implement ads that directly targeted relevant users without disrupting their gameplay.

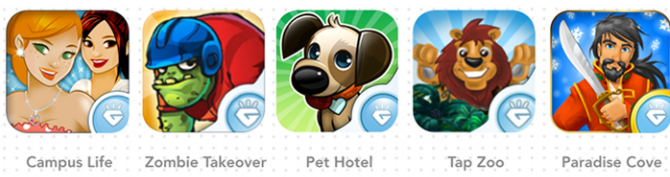
THE RESULTS:

Big Bump In Ad Revenue

Aarki's campaign increased Pocket Gem's ad revenue by 58% while complimenting their game mechanics. By delivering highly relevant ads to the right users and minimizing the intrusive nature of ad placement, Pocket Gems earned very high CPM's.



OTHER POPULAR APPS FROM POCKET GEMS:



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