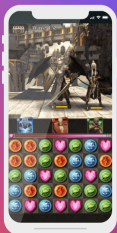




## Success Story

# N3TWORK boosts ad revenue ARPPDAU by over 75% with MAX<sup>1</sup>

In-app bidding helped N3TWORK significantly grow ad revenue without investing additional time in figuring out the right setup to optimize their waterfall.



## N3TWORK

### BACKGROUND

N3TWORK is a new type of games, media and technology company at the intersection of entertainment and community.

### LOCATION

San Francisco, CA

### COMPANY SIZE

100+ employees

### FOUNDED

2012

### THE CHALLENGE

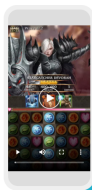
**N3TWORK realized there was an opportunity to significantly improve ad monetization performance by having a properly optimized waterfall stack.**

Previously, N3TWORK used an automation-based monetization solution partner that had been restricting its ability to effectively monetize non-paying users. This solution didn't offer certain features that were necessary to expand: in-app bidding, A/B testing strategy to maximize revenue for its global user base. The team was without adequate monetization guidance to help them maximize revenue.

### THE SOLUTION

**The company implemented MAX to run unbiased auctions and increase competition for its impressions and ultimately raise its eCPMs to generate more revenue per user.**

N3TWORK enabled multiple bidders to participate in auctions with minimal manual work involved, generating an ARPPDAU increase of 75%+ on Android, 85%+ on iOS.<sup>1</sup> Revenue growth has sustained over the past month with each test driving 5% to 15% more lift in each round — with A/B tests still to be run — demonstrating incremental lift opportunities in its apps.<sup>2</sup>



ARPPDAU increase of **75%+ on Android, 85%+ on iOS**

## The Results

N3TWORK generated an ARPPDAU increase of 75%+ on Android, 85%+ on iOS.<sup>1</sup>



**MAX**

Each round of A/B tests after launching on MAX drove an additional

**5-15% ARPPDAU increase**



**55% of revenue generated by bidding partners<sup>1</sup>**

N3TWORK's perspective on a competitive waterfall shifted after implementing MAX — no longer believing that just one network with a high fill rate was the best practice. The company now has the ability to test various waterfall strategies that the AppLovin team recommends in order to generate the highest possible revenue for its app.

### IN SUMMARY



#### Higher revenue

By enabled multiple bidders to participate in auctions through MAX with minimal manual work involved, N3TWORK generated an ARPPDAU increase of 75%+ on Android, 85%+ on iOS.<sup>1</sup>



#### Time saved

N3TWORK has moved several key networks from its waterfall stack to MAX in-app bidding — allowing them to keep the content fresh in existing games, build new titles, and acquire more, high-quality users for its games.



## N3TWORK



**MAX's header-bidding approach helped us significantly grow our ad revenue in recent months without having to invest additional time in optimizing our waterfall and figuring out the right setup.**

The transition to MAX was quick and nearly effortless — it didn't have any impact on the in-game experience which is ultimately what we care about.

Nebojsa Radovic  
UA Platform

