VUNGLE

ROLLING DONUT INCORPORATES VIDEO ADS FOR REVENUE GROWTH

3–5x HIGHER
GLOBAL FILL RATE

2x HIGHER
eCPM

> " The biggest benefit from working with Vungle is the increased revenue we're getting. The numbers speak for themselves.
>
> — Jake Poznanski, Co-founder, Rolling Donut

With games like Jewel Star and Slots Pro, Rolling Donut provides hours of entertainment to millions of users worldwide. The app maker turned to Vungle to maximize ad revenue with video ads on the Windows platform.

CHALLENGE

Increasing their eCPM and fill rates were high priorities for Rolling Donut. "Other ad networks we tried had global fill rates that could sometimes drop into single digits," says Jake Poznanski, co-founder at Rolling Donut. "Not having enough ads to fill demand meant that we were often missing out on up to 90 percent of our potential global ad revenue. This is a shame because our Windows users are some of the most engaged." Furthermore, the video ads themselves had to be relevant to users, otherwise they'd risk harming overall engagement.

SOLUTION

Vungle's ad optimization team worked with Rolling Donut to create a program designed to improve fill rates, lift eCPM and enhance user engagement. Rolling Donut integrated rewarded ads into Jewel Star that would give players a chance to earn bonus moves when they needed them most. It also implemented interstitial ads in its other games that would play at natural breaks in gameplay.

RESULTS

Using Vungle on Windows, Rolling Donut nearly doubled Jewel Star's eCPM compared to other ad networks on different platforms.
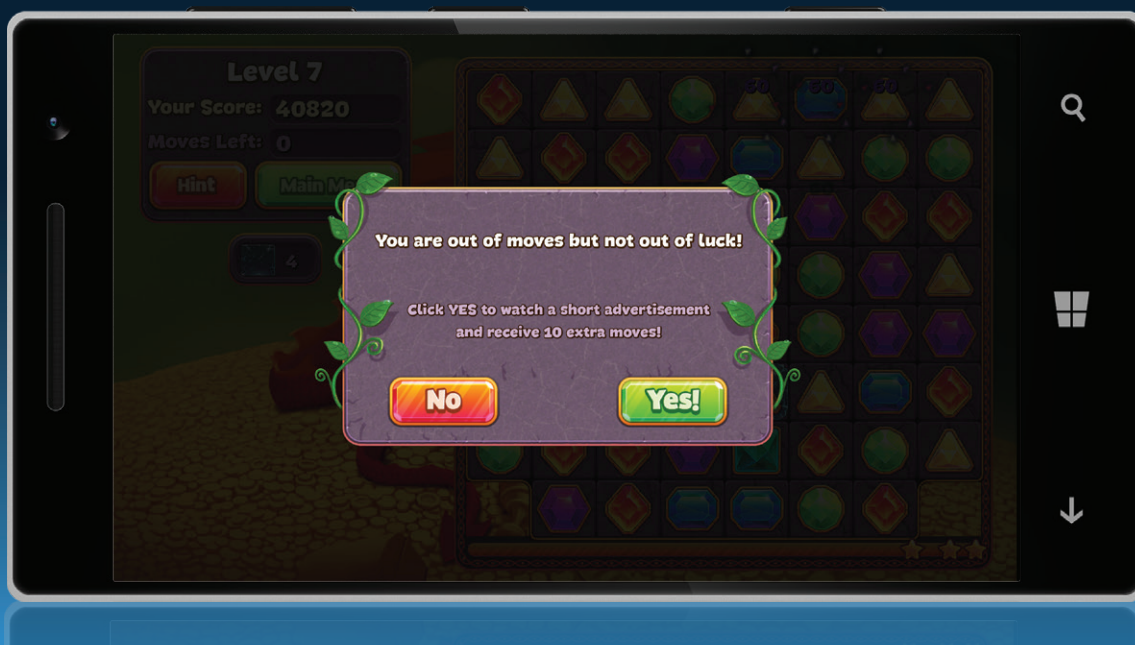
Vungle

Vungle rewarded placement in Jewel Star by Rolling Donut Apps

Vungle also boosted global fill rates by three to five times what it was before, allowing Rolling Donut to capture more ad revenue. "Vungle's huge boost to our fill provided a more consistent user experience and increased our revenue about 15 percent."

The rewarded ads also kept Jewel Star players more engaged by offering them useful rewards, and increased their overall time in the app. Rolling Donut also found another benefit to Vungle's SDK in its ability to control the maximum length of each video ad that

appears. "This is important for online games with multiple players," Poznanski says. "If our users don't see the same length ad at the same time, then the games can get out of sync."

> "The video ads with Vungle are so good and we're seeing such good revenue with them. Banner ads aren't cutting it anymore.

— *Sam Kaufmann,
Co-founder, Rolling Donut*

BANNERS OUT, VIDEOS IN.

Rolling Donut believes that its biggest opportunity for growth is with video advertising, and is using video over banners whenever possible in its new games and updates to existing titles.

"The industry is moving away from banner ads," says Sam Kaufmann, Rolling Donut's co-founder. "The video ads we're using from Vungle are awesome, and they're driving far more revenue than banners."

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