



HEROCRAFT LTD. CASE STUDY

GAME

Installs

Farm Frenzy: Time Management Game
10,000,000+

Google Play Rating
Farm Frenzy: **4.2**

Developer
HeroCraft Ltd.

RESULTS

- Additional revenue generated- Farm Frenzy: **19%**
- Post integration user drop- **0%**

PROBLEM

HeroCraft Ltd. was looking for an ad network that could help them monetize their in-game inventory.

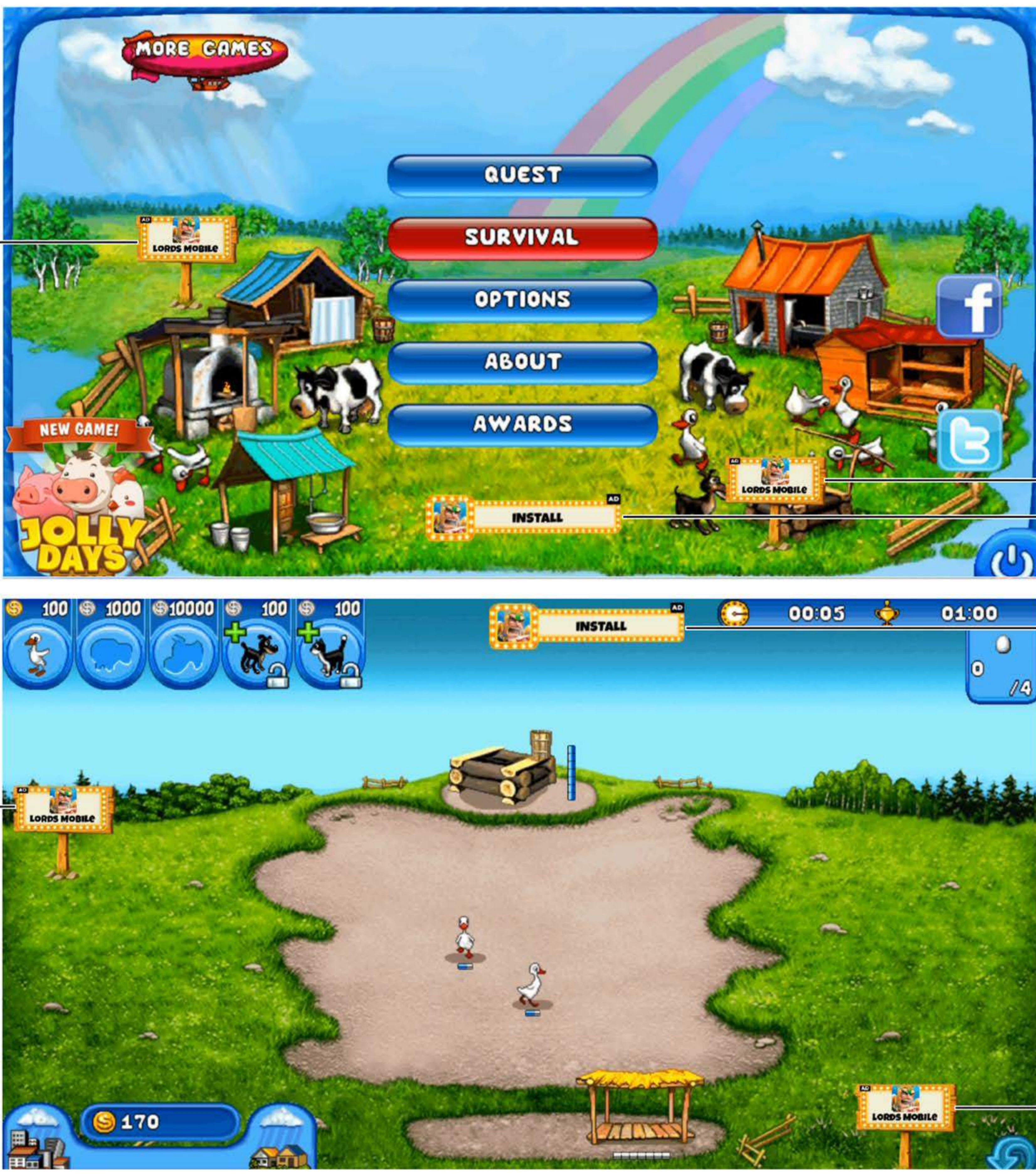
OBJECTIVE

Facilitate and deliver in-game native ads.

IMPLEMENTATION

HeroCraft used GreedyGame's SDK to implement native ads within the game. These ads blended into the game environment without hampering the gameplay and user experience.

FARM FRENZY



PUBLISHER FEEDBACK

How much does GreedyGame contribute to your total Ad Revenue?

- After integrating with GreedyGame the overall revenue for Farm Frenzy has increased by 19%

What do you feel about the partnership with GreedyGame?

- Your solution opened a new horizon for our ad monetization strategy. It is very easy to integrate as well. GreedyGame has been growing very rapidly over the last few months, ad Creatives become much better and they scale properly. There has been a significant rise in show rate.

We are very happy with our partnership with GreedyGame. All the aspects of our collaboration are super beneficial. I would like to mention that the support team works very well, we receive the answers in a couple of hours or faster, it's really important for the team.

Have you suffered any loss in user retention due to our Ads?

- At this moment we haven't noticed any negative impact on our retention rate.

Have you had any negative feedback about our ads in play store reviews or any forums like a Facebook page or twitter

- No complains yet

TESTIMONIAL

“ HeroCraft was looking for alternative ways in terms of ad monetization, our goal was to find an additional stream of ad revenue without negative impact on user experience. Collaboration with GreedyGame gave us this opportunity, as an additional advantage became the possibility to integrate their SDK not only in Unity projects (but also Android native). As a result we were able to reach new revenue heights and gain new experience. ”

Ekaterina Portunova
-HeroCraft Games

ABOUT GreedyGame

GreedyGame is a native ad platform which helps game developers/ publishers to earn money through in-game ads.

Through our solution, developers get an opportunity to monetize in-game assets while consumers enjoy the games even more without any interference in their gameplay. Many a times addition of native ads make the gameplay more realistic.

CONTACT US

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