

MALEO PUBLISHER CASE STUDY



ISSUE

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

OBJECTIVE

Facilitate and deliver in-game brand ads.

IMPLEMENTATION

Maleo 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. Brands such as Tenor advertised on the game.

GAME

Bus Simulator Indonesia



Installs
1,000,000 - 5,000,000

Google Play Rating
4.5

Developer
Maleo

App Annie #25
Indonesia

RESULTS

- Additional Revenue generated 30% month on month
- Post Integration user drop – 0%



TESTIMONIAL



Integrating GG into our game is definitely one of the best decisions we have made in a long time. The process isn't as easy as showing a banner on the screen, but GG team made the whole process rather easy, and worth it!

Our users are actually happy with the native ads (no kidding, they love to make a story with the ads while playing the game).

Statistic wise, we don't see even see the slightest drop in the number of users and play time. And the best thing is, we're getting around **30%** bump in our overall revenue! Which is amazing, since you will have a hard time getting this kind of bump even with annoying ads.

Ayub
CEO Maleo



ABOUT US

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.

CONTACT US

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