

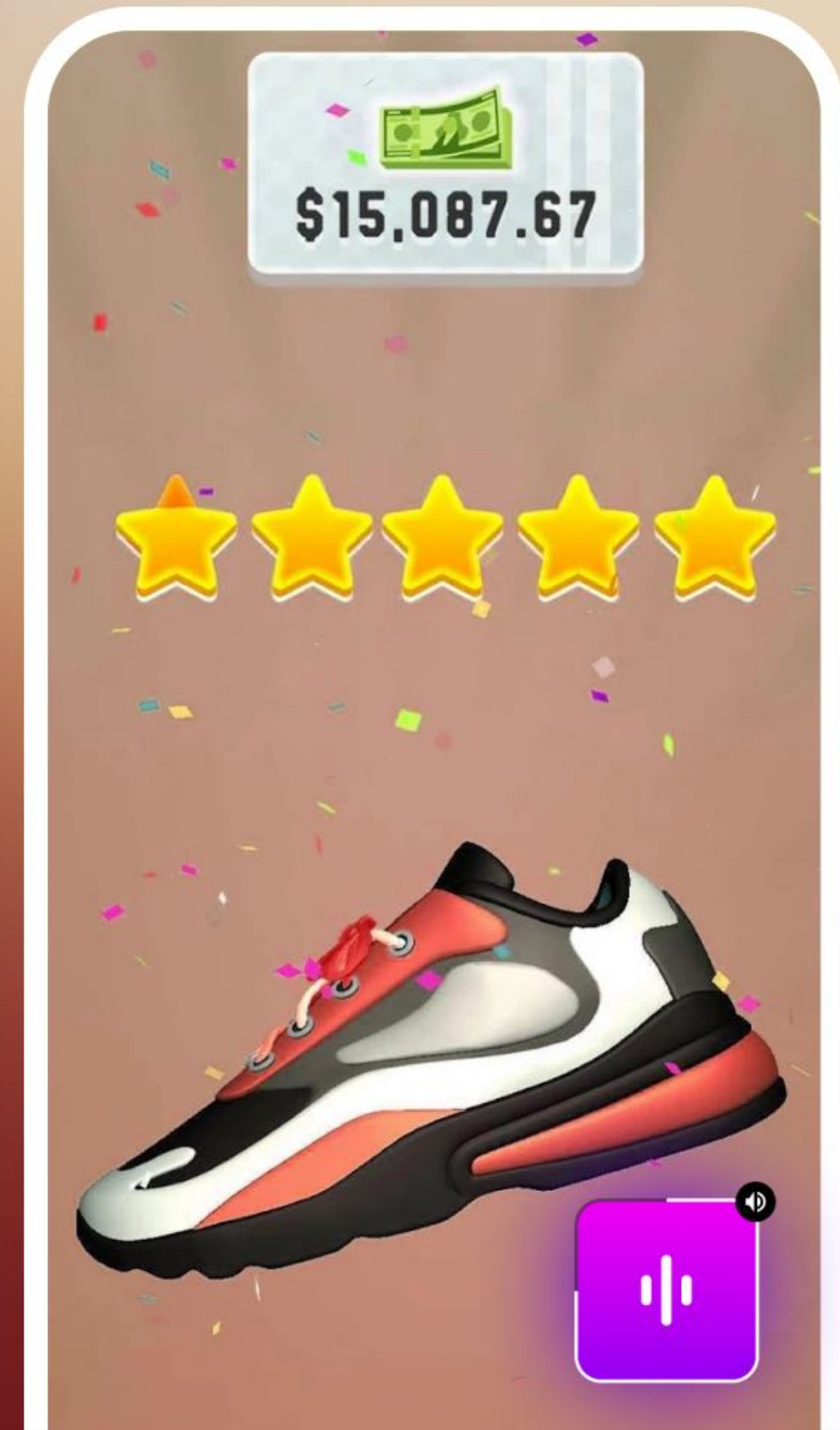


CASE STUDY

TapNation increases ARPPDAU by 8% with Odeeo

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TapNation is a leading publisher of hit games and chart-topping titles such as Giant Rush! and SneakerArt.

Based in Paris, TapNation works with developers around the world to bring games to market and provide the tools necessary for success. TapNation titles have been downloaded more than 500 million times globally.

TapNation partnered with Odeeo to integrate audio ads into their titles, growing ARPDAU without sacrificing retention.

Challenge

TapNation needed to find a way to generate additional revenue from their titles without sacrificing the player experience.

They had maxed out their video ad placements and needed to find a new source of incremental growth.

TapNation was looking for an innovative partner with experience in gaming and understanding of ad monetization for hyper casual titles.

Solution

TapNation decided to test in-level audio ads from Odeeo. Starting with SneakerArt and a few other titles, Odeeo worked closely with the TapNation team to ensure smooth integration and appropriate setup.

Within weeks, TapNation started to see meaningful increases in ARPDAU without drops in retention or session length - and without cannibalization on their existing ad mon revenue. As a result, TapNation has started expanding in-level audio ads to additional titles in their portfolio for additional incremental revenue.



Sneaker Art!
10M+ Downloads



Giant Rush!
100M+ Downloads



Ice Cream Inc.
100M+ Downloads



Color Water Sort Puzzle
10M+ Downloads





Working with Odeeo has helped TapNation find real incremental growth without harming retention. In-level audio ads have proven to be a real value add for our developers and our players.



Vincent Février
VP of Monetization chez TapNation

The Results



Odeeo's in-game audio ads improved ARPDAU by:

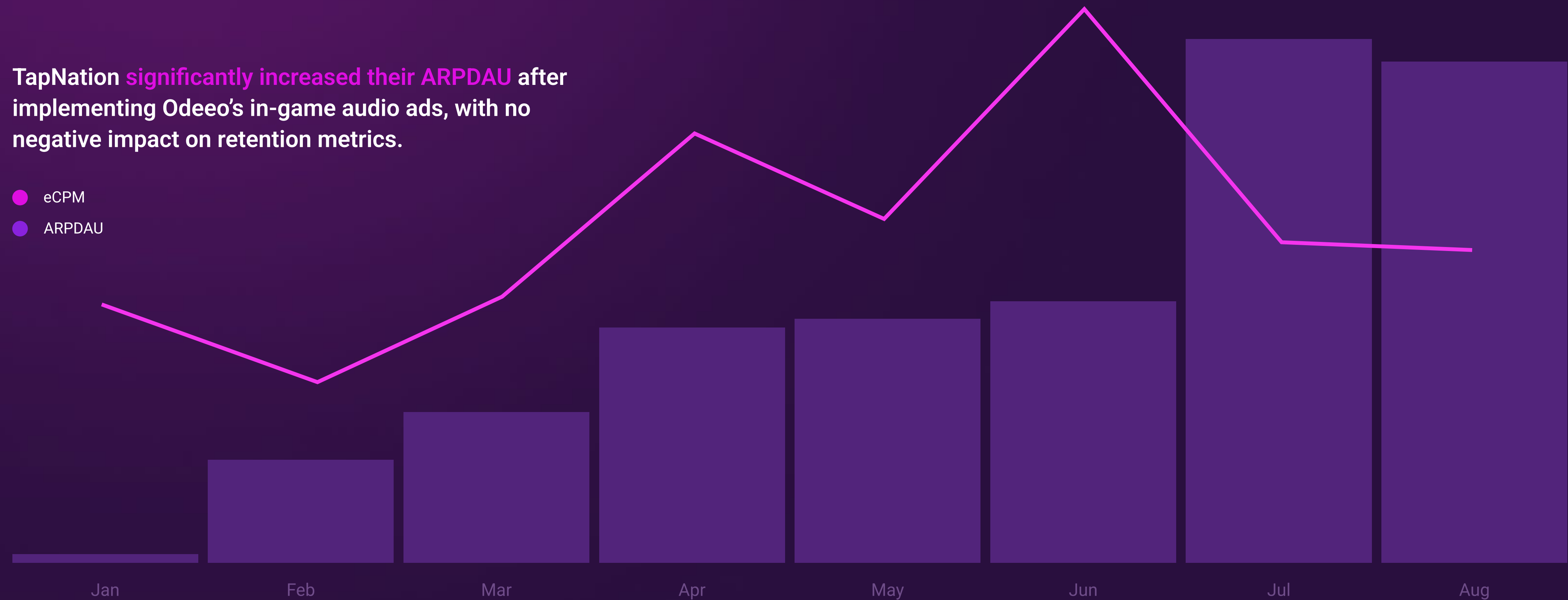
8%

Within weeks of integrating Odeeo's in-level ads, TapNation saw meaningful incremental revenue coming from the new ad placement.

After seeing incremental revenues from a short test period, TapNation added Odeeo's SDK to additional titles, seeing sustained incremental revenue on around 12M monthly impressions.

TapNation significantly increased their ARPDAU after implementing Odeeo's in-game audio ads, with no negative impact on retention metrics.

- eCPM
- ARPDAU





Unlock the power of audio advertising

odeeo.io

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Odeeo's audio ad platform amplifies the in-game experience to help leading studios resonate with the world's 3.2 billion gamers and earn additional incremental ad revenue without hurting retention.