

ADS IN GAMES

HOW TO USE THEM AND DON'T FUCK UP



Fun and Innovation to Your Digital Life



My Gym

ARPPDAU from Ads:

iOS: \$0.056

Google Play: \$0.029

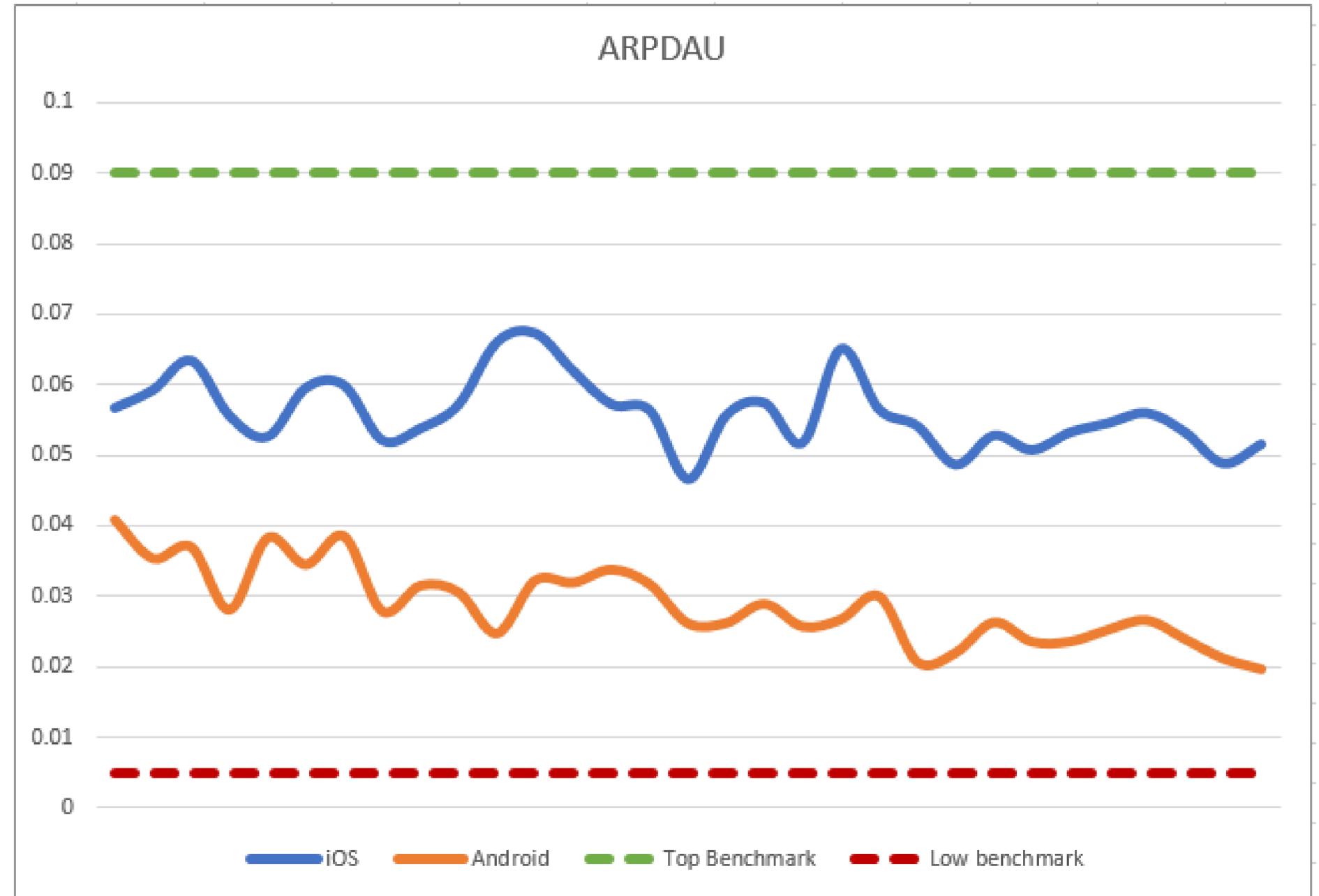
Benchmark*

ARPPDAU from Ads:

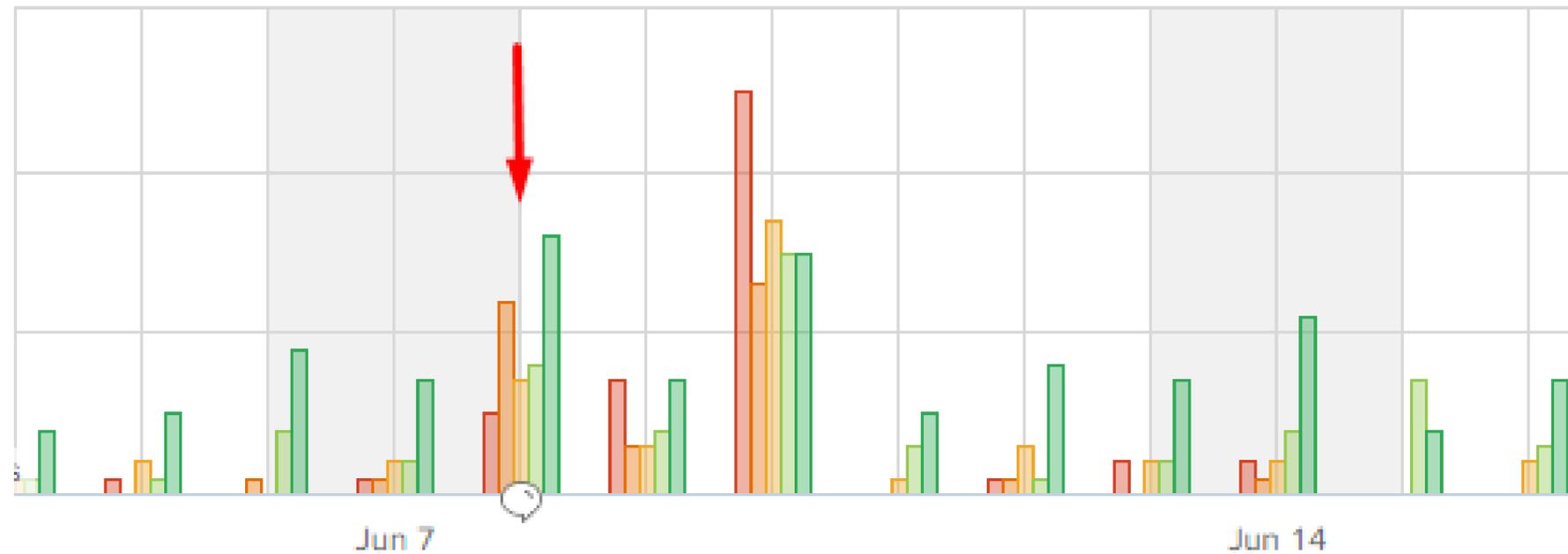
Top: \$0.09

Low: \$0.005

*by soomla.com



BACK IN 2014 WE DECIDED TO ADD SOME ADS TO OUR GAME

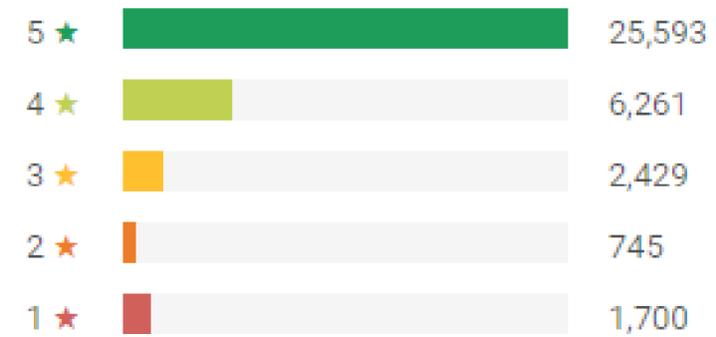


<p>★☆☆☆☆ 1.0</p>	<p>What the actual by FÚÚĆCK WHO even plays this game</p>
<p>★☆☆☆☆ 1.0</p>	<p>Появилась реклама!!! by Piavka Не обновляйтесь!!! Появилась реклама, которая всплывает каждую минуту!!!</p>
<p>★☆☆☆☆ 1.0</p>	<p>Ads by Florynatah Latest release comes with tones of very annoying ads. Bye bye</p>

2017 - 2018

Google Play

4.451
★ ★ ★ ★ ★

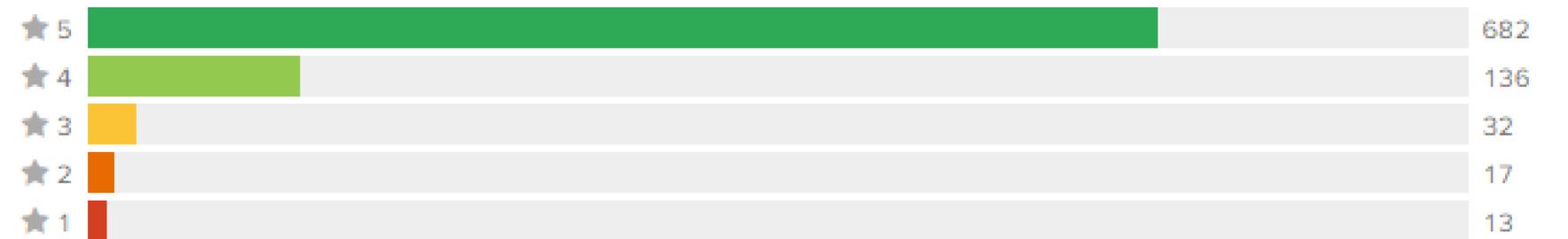


Total ratings
36,728

Ratings with reviews
9,808

iOS

All Versions
4.5
★ ★ ★ ★ ★
880 ratings



THINGS HAVE CHANGED. PLAYERS GOT MATURED



Nadeem Siddiqui Dec 2, 2017 at 6:56 AM 0 0



Need some **ad** for money



adietya arie Mar 1, 2017 at 12:40 PM 2 0



5 stars if Video **Ad** is added again



Ingrid Elias Aug 21, 2017 at 8:36 PM 0 0



The problem is that I can't open the **ad** .. do some of my tasks

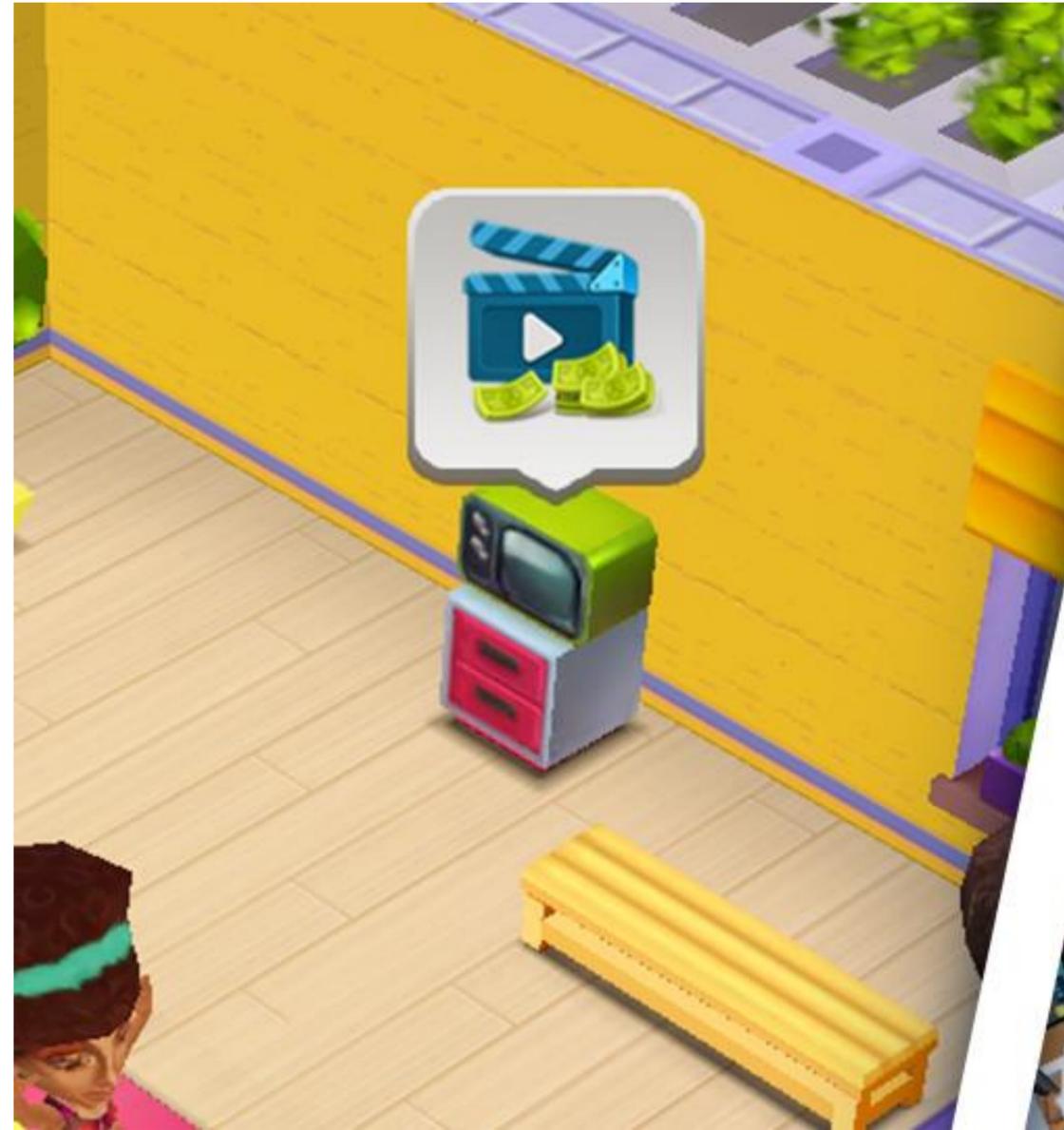


Lloyd Aldwin Sandro Mar 1, 2017 at 3:24 PM 4 0



No more video **ads** ???

GOOD OLD TV SET



INTEGRATE ADS TO GAME PROGRESSION LOOP

Completed:  **4/5**

-  59m 24s
-  44m 12s
-  54m 46s
-  36m 54s

Video Ad

Daily Activities

 Watch a short Video and get a reward.
Easy way to earn some extra **FitBucks**.

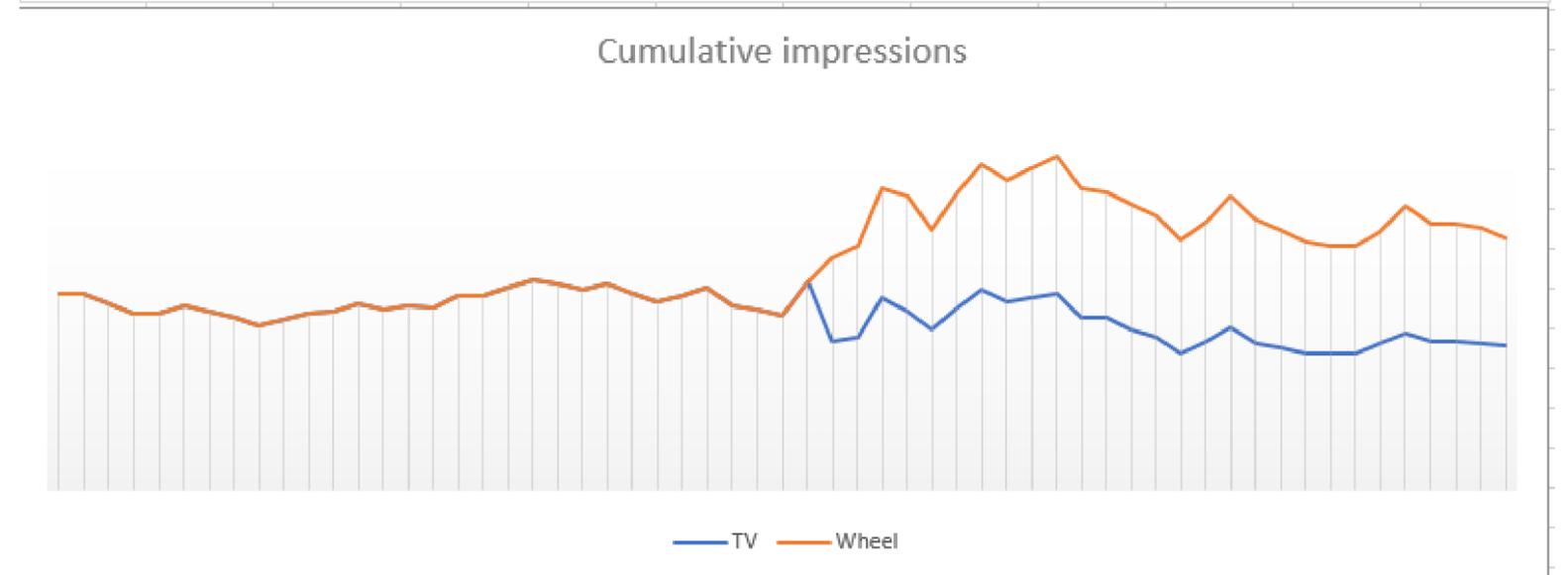
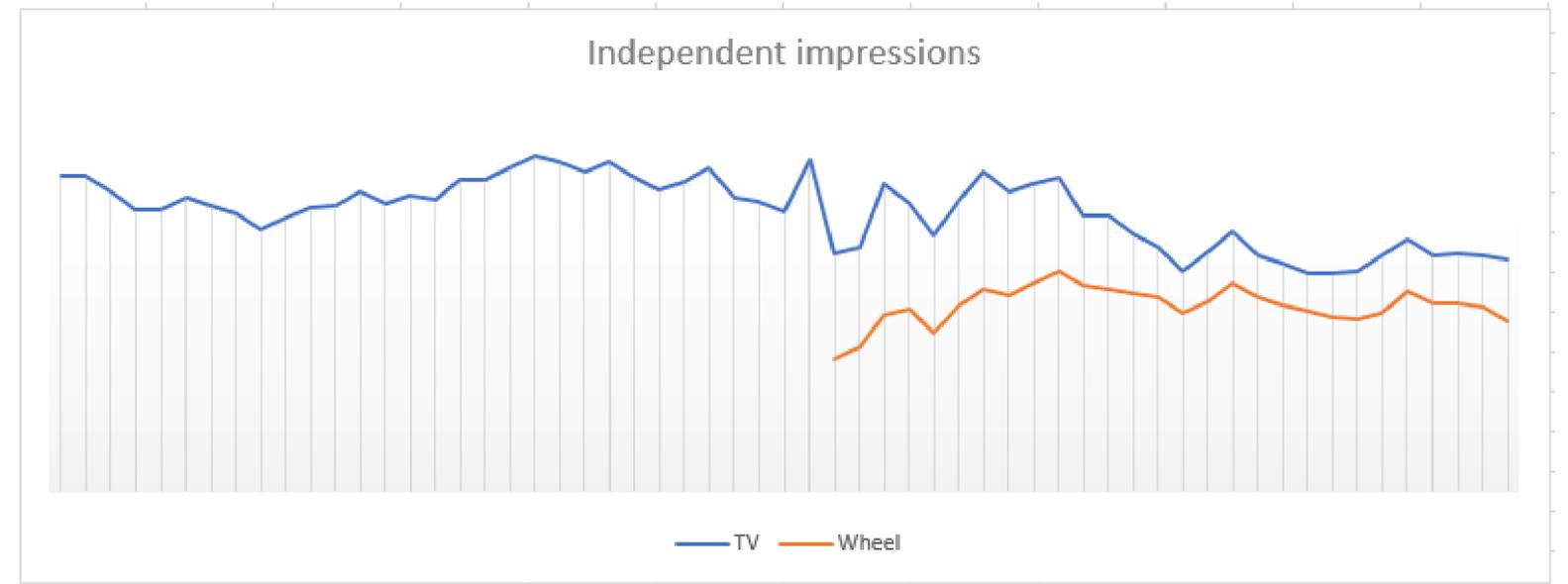
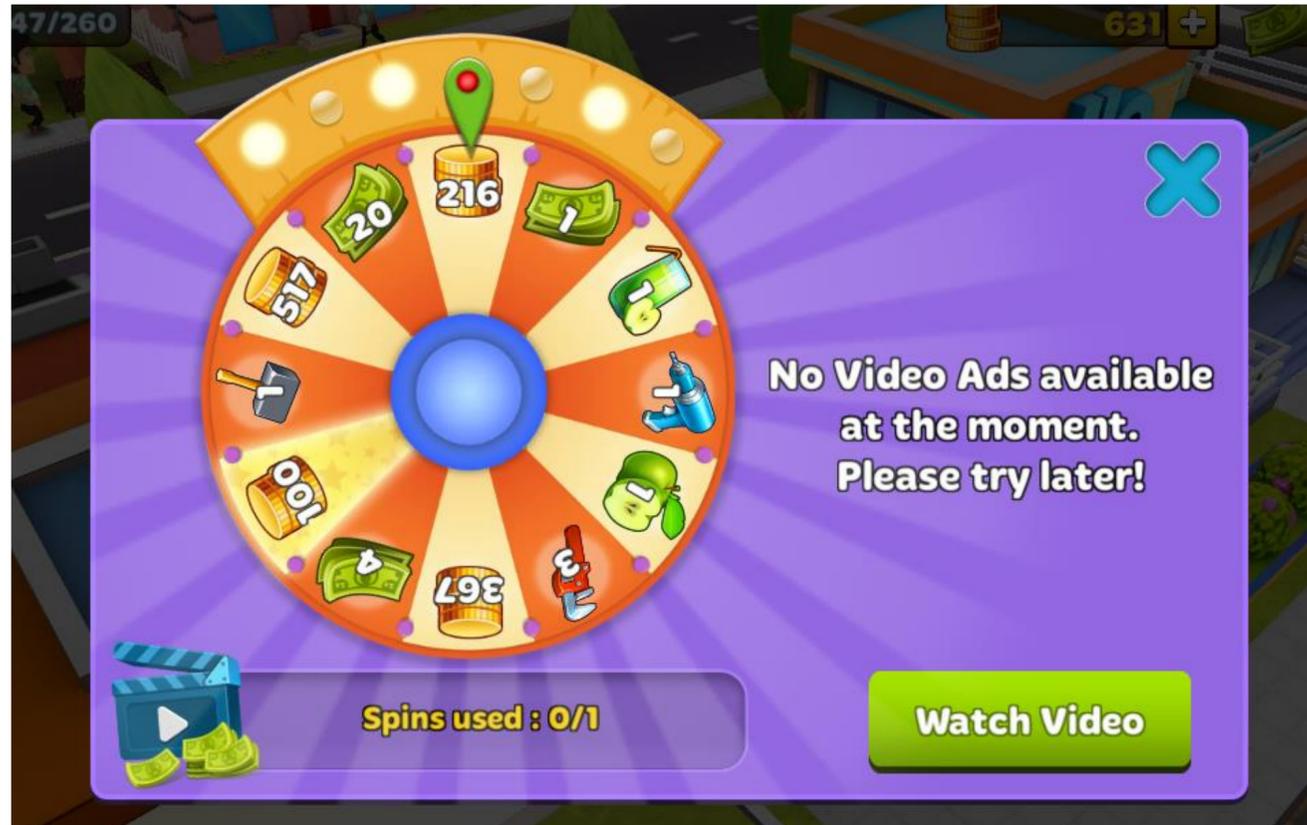
Tap to Watch

Rewards

 **140**  **28**

CLAIM

ADDITION OF WHEEL OF FORTUNE



1. ADS ARE YOUR FRIENDS

2. MAKE PLAYER WANT TO WATCH YOUR ADS

3. DON'T BE MODEST WITH ADS

4. USE ANALYTIC TOOLS TO FIND YOUR BEST PERFORMANCE

THANK YOU

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