

ADS IN GAMES

HOW TO USE THEM AND DON'T FUCK UP



Fun and Innovation to Your Digital Life



My Gym

ARPDau from Ads:

iOS: \$0.056

Google Play: \$0.029

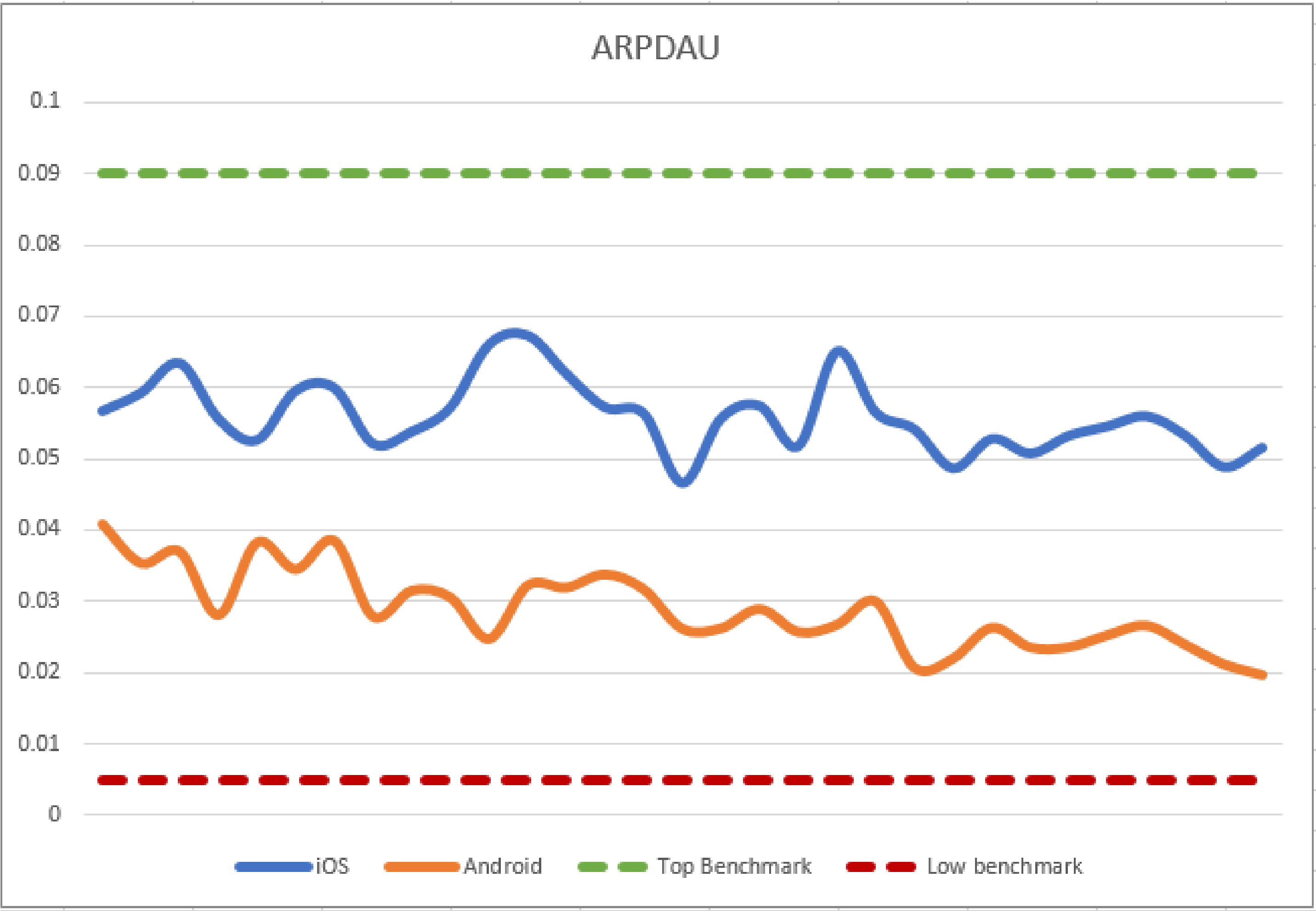
Benchmark*

ARPDau from Ads:

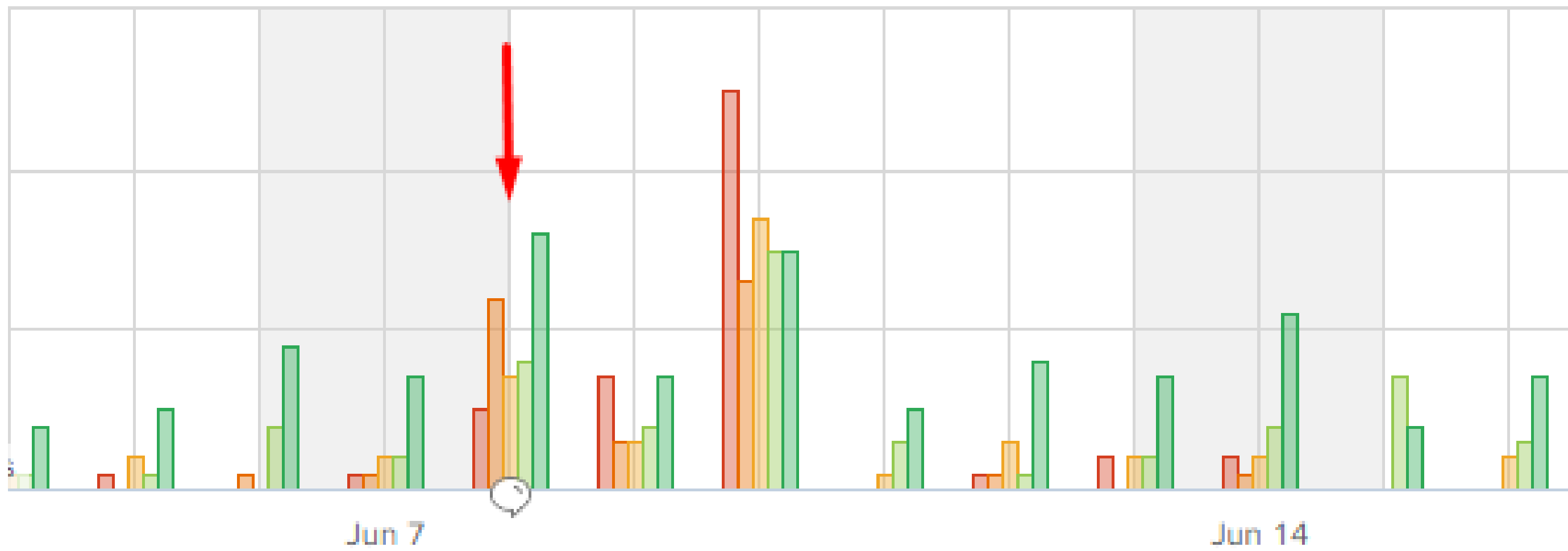
Top: \$0.09

Low: \$0.005

*by soomla.com



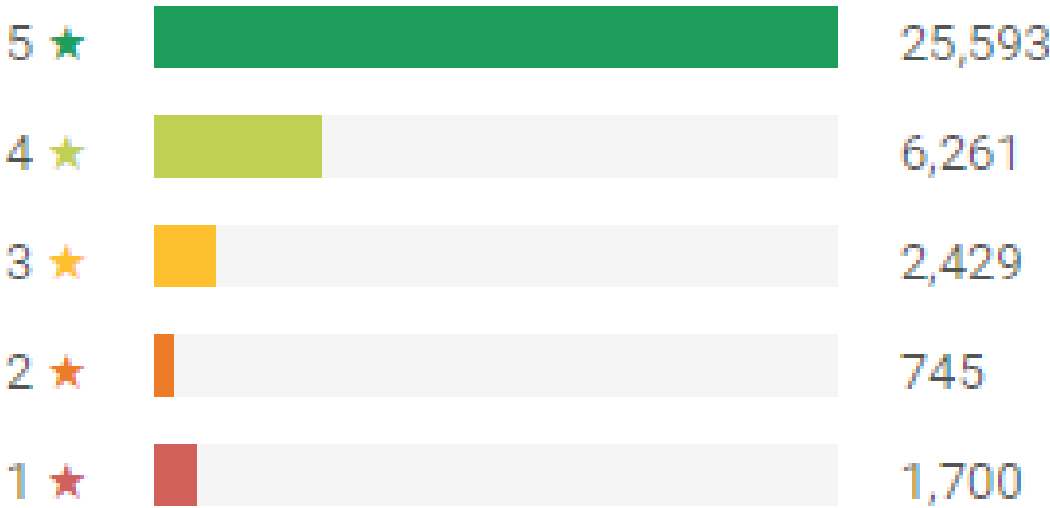
BACK IN 2014 WE DECIDED TO ADD SOME ADS TO OUR GAME



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

2017 - 2018

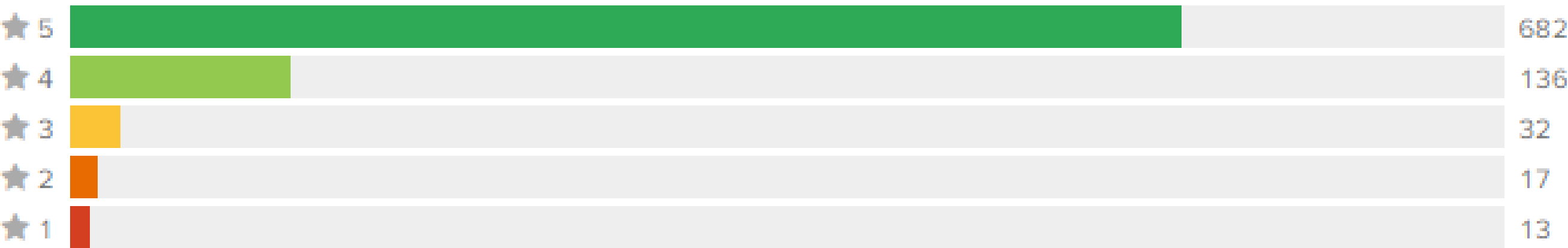
Google Play




Total ratings
36,728

Ratings with reviews
9,808

iOS





THINGS HAVE CHANGED. PLAYERS GOT MATURED




Nadeem Siddiqui

Dec 2, 2017 at 6:56 AM

 0

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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

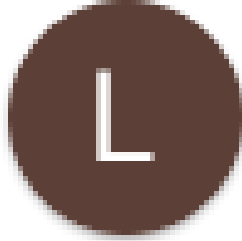
Aug 21, 2017 at 8:36 PM

 0

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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

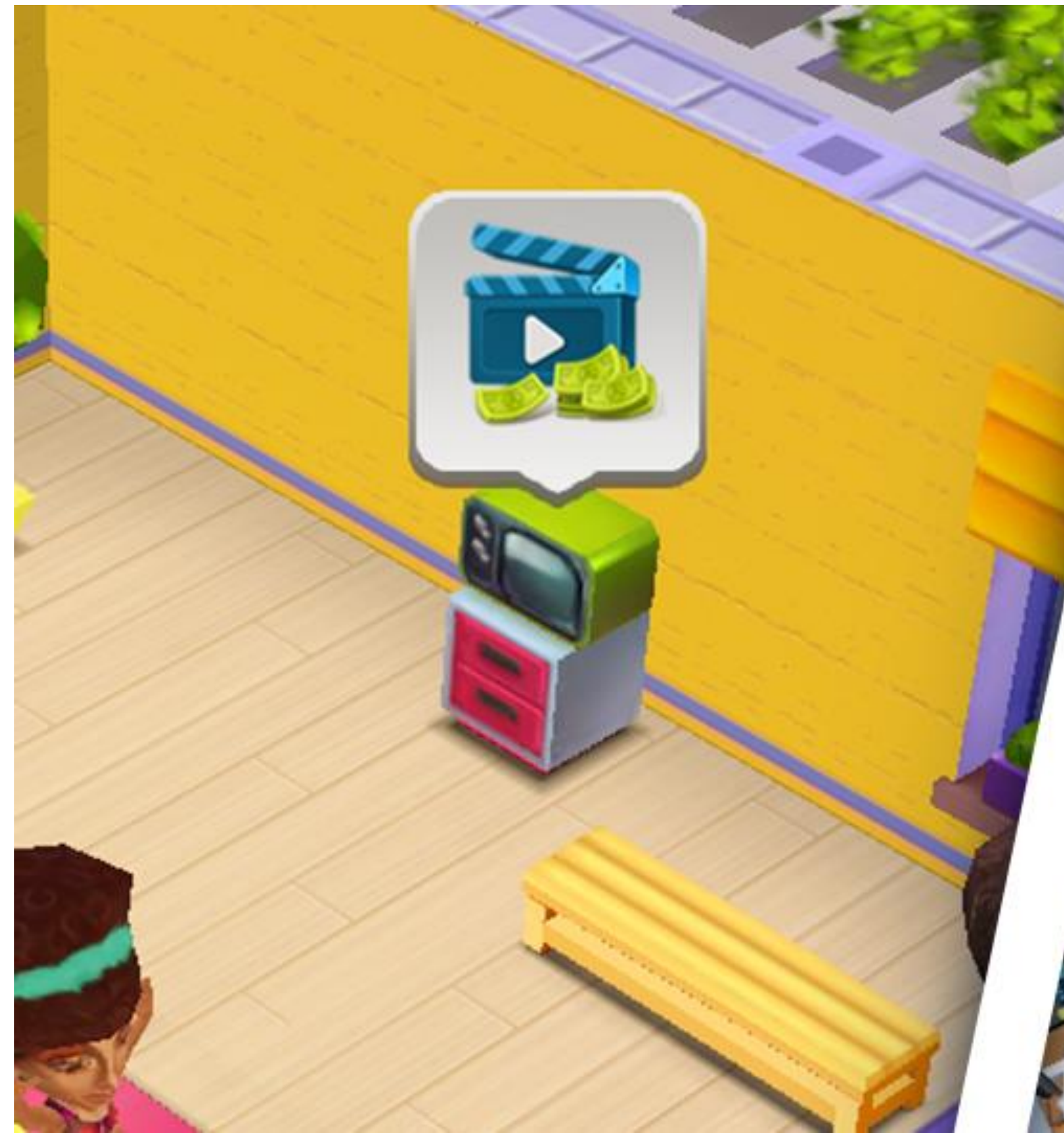
 4

 0



No more video **ads** ???

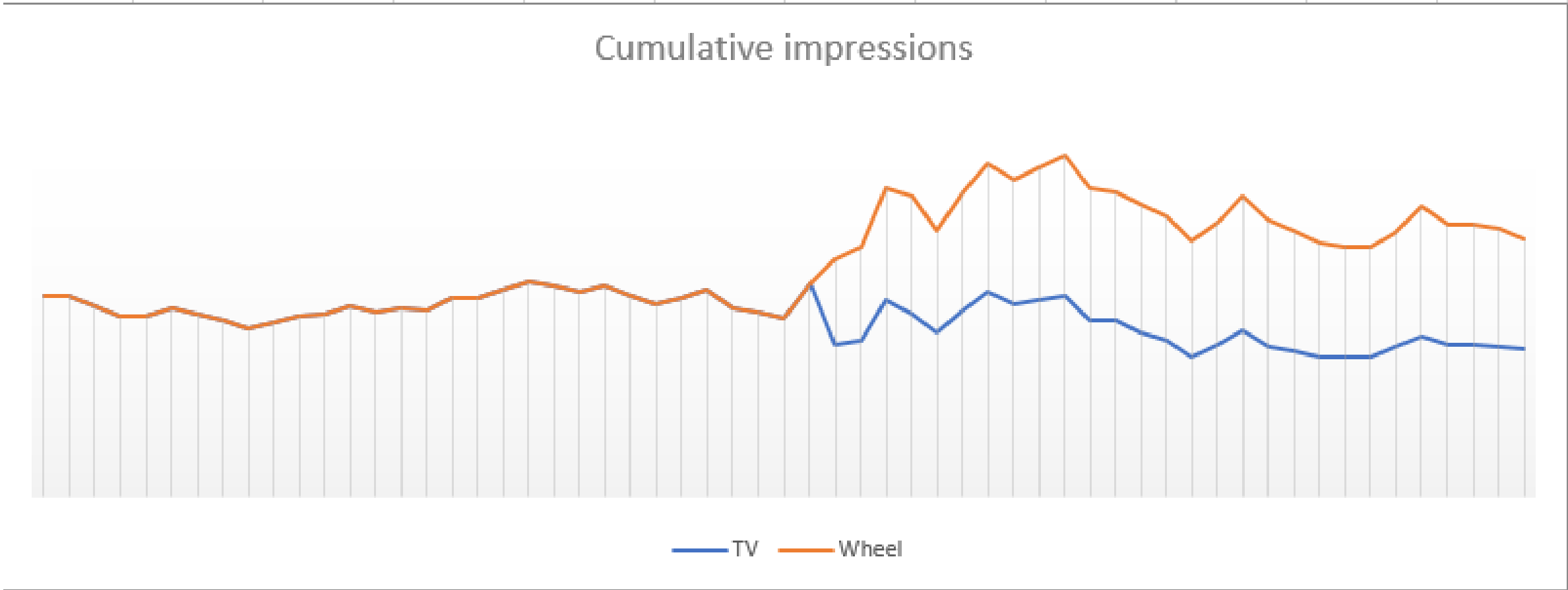
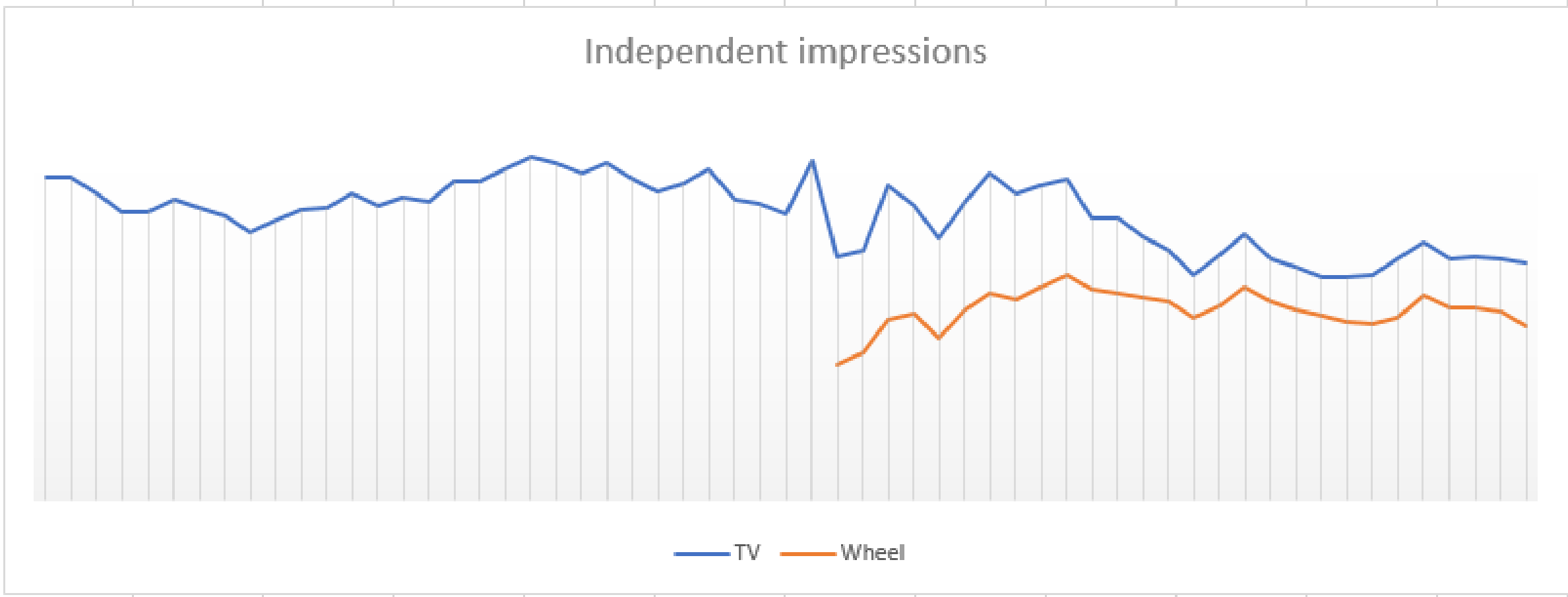
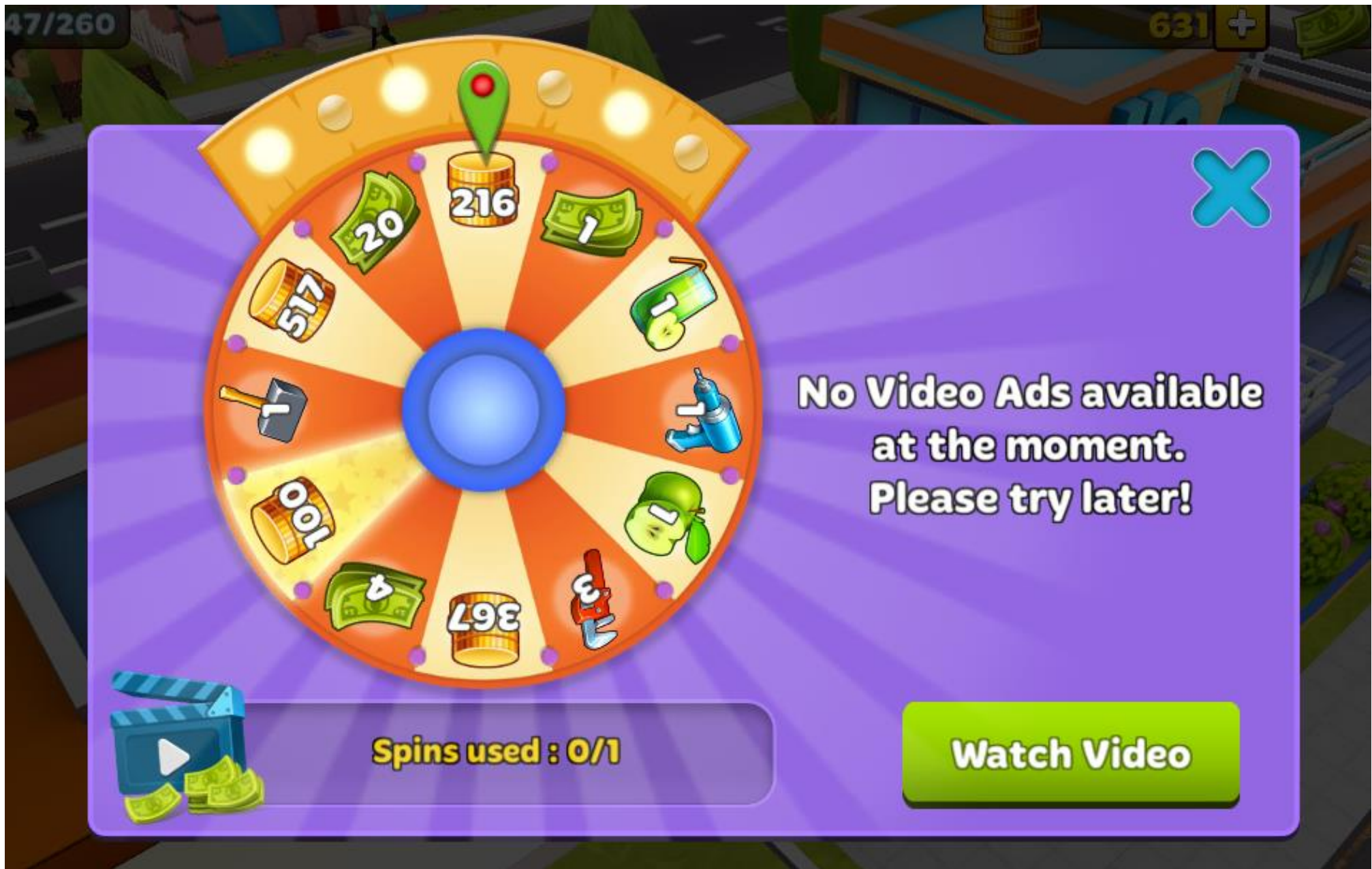
GOOD OLD TV SET



INTEGRATE ADS TO GAME PROGRESSION LOOP



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

MAX.OKOROKOV@TATEMGAMES.COM



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