

What to Expect When Making a Deal with an Ad Network

AppsYouLove's Experience



About

AppsYouLove

AppsYouLove is a UK-based publisher that started with publishing apps for women and their kids. Then the developers joined a huge app movement, *pixel art coloring*, and contributed a lot to it. By putting their own special touch, they made it easier for even more people to discover their love for coloring books.

Right after the developers blew up the charts with the first Unicorn – Color By Number app, they continued to rock and released a 3D version of Unicorn a month after their debut release.

Currently, Unicorn's **MAU is 10 million users**. The sequel, Unicorn 3D, got **130K downloads during the release day** and made it to the **1st place in the Top Free section** in the US, Russia and Sweden. In the AppStore "general free app" category, Unicorn 3D landed firmly between Youtube and Instagram.

Monetization Model

AppsYouLove uses a hybrid monetization model:



7-Day Subscription

This provides access to premium pictures and night mode, as well as turns off advertising.



In-App Advertising

Only 10% of the users subscribe while the rest remain unpaid. Thus, the publisher decided in favor of in-app advertising.

Exclusive Ad Network Deal

Thanks to their huge audience and with the help of Appodeal, the developers of AppsYouLove successfully contracted with a major Ad Network with the following terms:

- ✓ The Ad Network takes the first position within the waterfall in exchange for bonus and improved performance. Appodeal's SDK allows to set the first position manually.
- ✓ The publisher gets preferences for advertising the app within the Ad Network's extensive supply.

Key Results

During the first month, the Ad Network became a key monetization partner, taking on the majority of Unicorn's traffic.

While the network provided the app with a significant uplift in revenue, the developers also used Appodeal's ad mediation to distribute the remaining traffic among other networks to earn an even greater revenue share.

AppsYouLove's goal was to strategically boost ad revenue from the 90% of the users that did not have a paid subscription.

By partnering with both the major Ad Network and Appodeal, AppsYouLove successfully exceeded their goals.



25% Increase
ARPPDAU Worldwide



30-35% Increase
ARPPDAU US Market



\$1.1-1.3 Million
Monthly Ad Revenue

ARPPDAU = Average Revenue Per Daily Active User



Denis
CEO of AppsYouLove

"Appodeal turned out to be more than just an ad mediation platform. It is a flexible and smart monetization solution that not only allow us to implement a hybrid monetization model, their partnership also helped us get an exclusive deal with an ad network and monetize our entire inventory."