scopely

About Scopely

• Scopely is the leading platform for iOS and Android apps that people love to play and share

• Builds its own apps and partners with a select few top-notch developers through its LevelUp program to engage its community with innovative multi-player experiences

• Experts in social virality, monetization and return engagement

Apps

Bubble Galaxy with Buddies

Dice with Buddies

Jewels with Buddies

SUMMARY

Scopely chooses MoPub to monetize its games and growing developer platform, and experiences a 20% increase in eCPMs on non-guaranteed inventory from using MoPub Marketplace.

Challenges

• Maximize monetization opportunity across growing platform of games without disrupting user experience

• Introduce more demand sources while maintaining flexibility to work with direct advertisers and ad networks

Solution

• Scopely unlocks new advertising revenue sources through real-time bidding on MoPub Marketplace

• They also utilize MoPub's SDK to run cross-promotional ads, manage multiple ad networks, and traffic their growing direct sales relationships

Results

• MoPub Marketplace accounts for over 30% of Scopely's non-guaranteed inventory

• Scopely's eCPMs for non-guaranteed inventory have risen by 20% to an average of $1.04 since switching to MoPub

> " We are finally getting the kind of revenue we hoped to earn from our non-guaranteed inventory since we switched to using the MoPub platform. "
>
> Eric Futoran
> Co-Founder and VP of Revenue, Scopely

Bubble Galaxy With Buddies, ranked #1 in free games and #2 overall in the Apple Store with over 5 billion bubbles popped within 3 days.

CASE STUDY DETAILS

Scopely uses MoPub Marketplace for over 30% of Scopely's non-guaranteed inventory, garnering an average eCPM of $1.04

Challenges

As a social app company, Scopely has prioritized user experience within its community. "We've worked hard to ensure that our users aren't just interacting with the content, they're interacting with each other. Building a fun game is the first step but being part of a community and feeling that compulsion to chat, share, and compete with others – that's what makes them have fun and come back."

> " We wanted a solution that got into the details of who was advertising on our apps and let us determine how much we were willing to accept for our inventory. MoPub Marketplace enabled us to do this easily . . . "

The company's apps are built to foster one-on-one relationships between users, creating a highly engaged audience that offers a great opportunity for monetization. Scopely's challenge was maintaining this positive user experience while optimizing for ad revenue. The team had previously worked with multiple ad networks and ad network mediation platforms, but needed a solution that delivered more transparency and control. Looking forward, Scopely's large audience, high engagement, and development pipeline also placed a premium on the ability to serve and manage direct sold ad campaigns.

Solution

Scopely integrated MoPub's SDK and implemented all parts of the platform, enabling direct sales, real-time bidding through MoPub Marketplace, ad network mediation, and cross-promotional ad serving.

"Our eCPMs have gone up at least 20% for non-guaranteed inventory since we switched to MoPub Marketplace."

With their experienced social and gaming team, Scopely is adept at presenting ads when their users are most engaged. Placements include videos, interstitials, and rich media creatives. As a cutting-edge technology team with rigorous performance standards, Scopely's team valued the visibility into per-partner performance that MoPub's open application programming interface (API) provides.

"We wanted a solution that got into the details of who was advertising on our apps and let us determine how much we were willing to accept
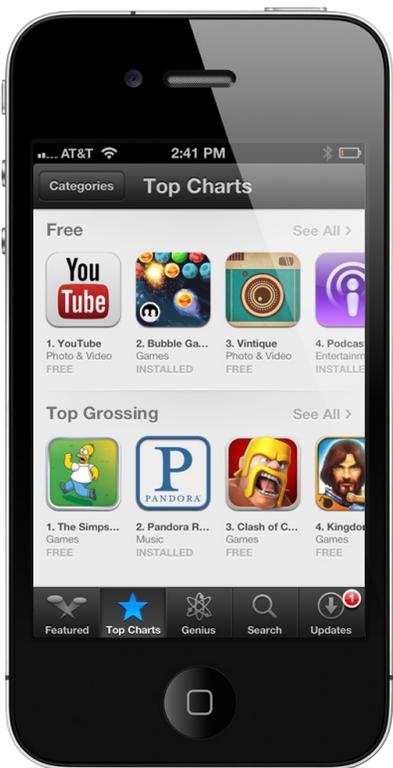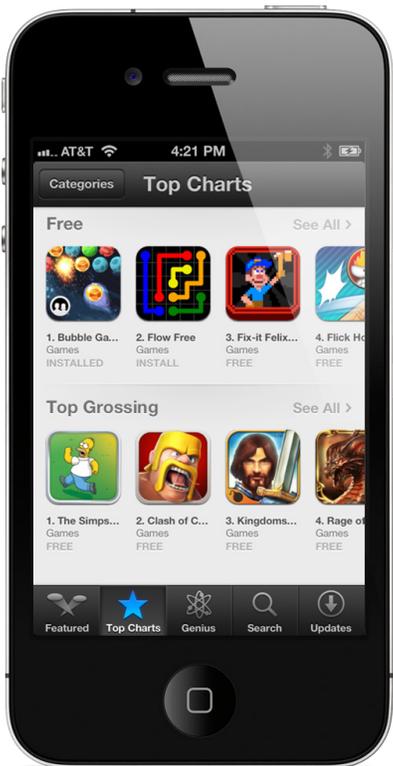
High quality ads preserve the user experience and cross-promote other games from Scopely's community to grow user engagement.

for our inventory. MoPub Marketplace enabled us to do this easily and offered great filtering capabilities that let us control the types of creatives that our users will see."

Results

MoPub Marketplace now accounts for over 30% of Scopely's non-guaranteed inventory. Scopely also continues to use a combination of direct relationships with advertisers and ad networks through MoPub's SDK. Their apps proved popular among demand-side platforms as well, averaging 5.5 bids on each impression from 41 different DSPs on MoPub Marketplace. Most importantly, the quality of bidders and the real-time bidding process enabled them to preserve their high quality community experience.

"Honestly, the best part is that even though MoPub Marketplace has the control and filtering capabilities that we wanted, we don't really need them because the quality of advertisers and demand partners you have is so high; we haven't had to worry about disrupting our user experience. And, more importantly, we are finally getting the kind of revenue we hoped to earn from our non-guaranteed inventory."

More About Scopely

Scopely creates social experiences that are designed with the mobile device in mind. The outcome is best-of-breed addictive, social and viral apps with an amazingly engaged and growing community. The Los Angeles-based company, founded by former Applied Semantics co-founder Eytan Elbaz, former MySpace development platform lead developer Ankur Bulsara, advertising startup veteran Eric Futoran, and longtime social gaming entrepreneur Walter Driver, has built its own multiplayer technology and proven adept at building gaming communities. Visit www.scopely.com for more details.

About MoPub