

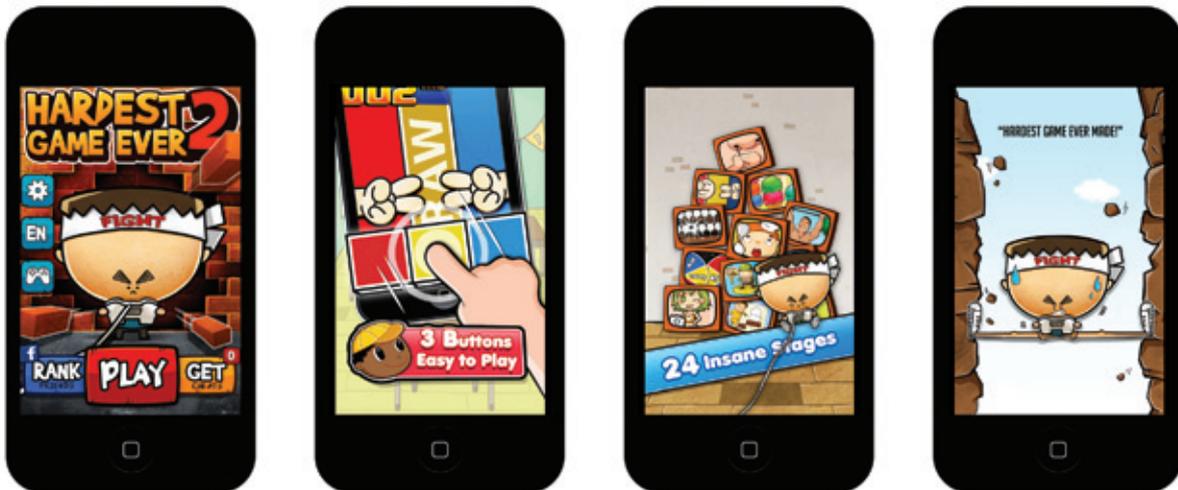


# Hardest Game Ever 2 conquers China and the US with InMobi



“ InMobi’s ability to exceed our eCPMs expectations at scale across diverse markets such as China and the US makes them stand apart from other ad networks. They scaled our revenue 100 times in less than two months at a rate that was 50% faster compared to the growth in traffic. We have finally found the ideal monetization partner for Orangenose in InMobi. ”

**CHIEN MING LIANG**  
FOUNDER, ORANGENOSE



**ABOUT THE APP**

Hardest Game Ever 2 is the number 1 ranked casual game on both Android and iOS in the US, UK, Canada, Germany and Australia. The game developed by the independent game development studio, Orangenose, has been downloaded almost 50 million times on Play Store and has had similar success on iTunes.

Hardest Game Ever 2 **scaled** its revenue **100x** in less than **50 days** with **25% higher eCPMs** compared to other ad networks

**THE CHALLENGE**

Hardest Game Ever 2 generates more than 800 million monthly impressions with nearly 50% of these originating from China and the US. Orangenose worked with multiple ad networks for monetizing its earlier titles such as 0.03 Seconds and Stupidness 2. For Hardest Game Ever 2, it needed an ad network that could drive monetization at scale across markets as diverse as China and the US. Orangenose also wanted eCPMs that were significantly higher compared to what they witnessed on their earlier titles.

**INMOBI SOLUTION**

InMobi's partner management team was instrumental in onboarding Hardest Game Ever 2 and suggested innovative ad placements for superior yields. InMobi's ad network delivered on eCPM through its monetization solution and a strong demand across markets. The team also provided revenue optimization recommendations to Orangenose in order to maximize revenues. InMobi has also rolled out its Smart User Management Program, designed to reacquire or revive users through targeted advertising on InMobi's network, in order to sustain revenues for the app.

**RESULTS**

InMobi scaled up Orangenose's revenue by more than 100 times in less than two months. It delivered high eCPMs that were 25% higher compared to other ad networks, at fill rates greater than 80% and a scale of more than 800 million ad requests/month.

At peak, InMobi delivered 50% higher eCPMs on Android and iOS platforms in the US and 75% higher eCPMs in China, compared to Orangenose's expectations. InMobi delivered similar strong performance in other major markets for Hardest Game Ever 2 in UK and France, with both countries showing 25% higher eCPMs at peak.