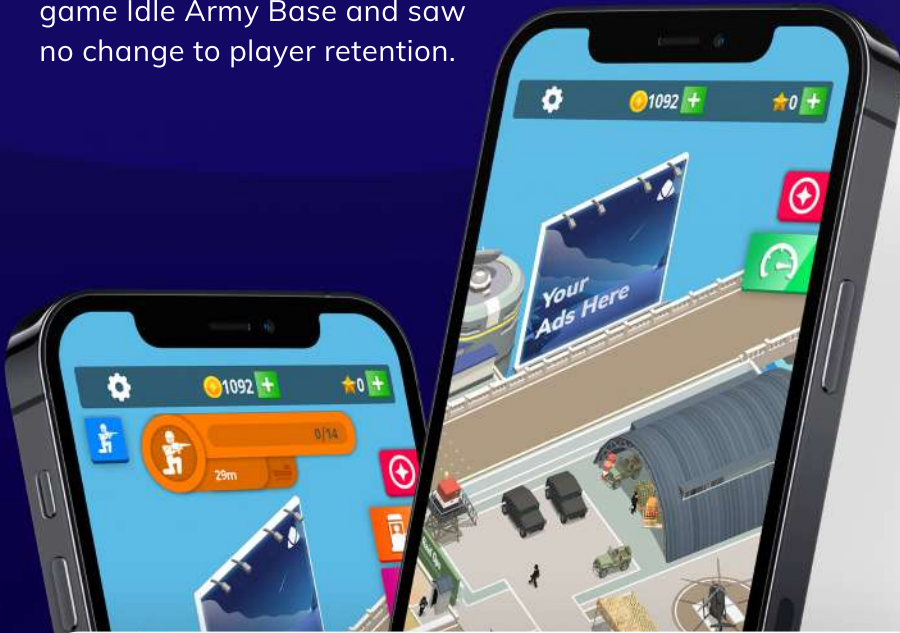




ADMIX RETENTION CASE STUDY

Neon Play show 1M more ads and maintain 100% user retention

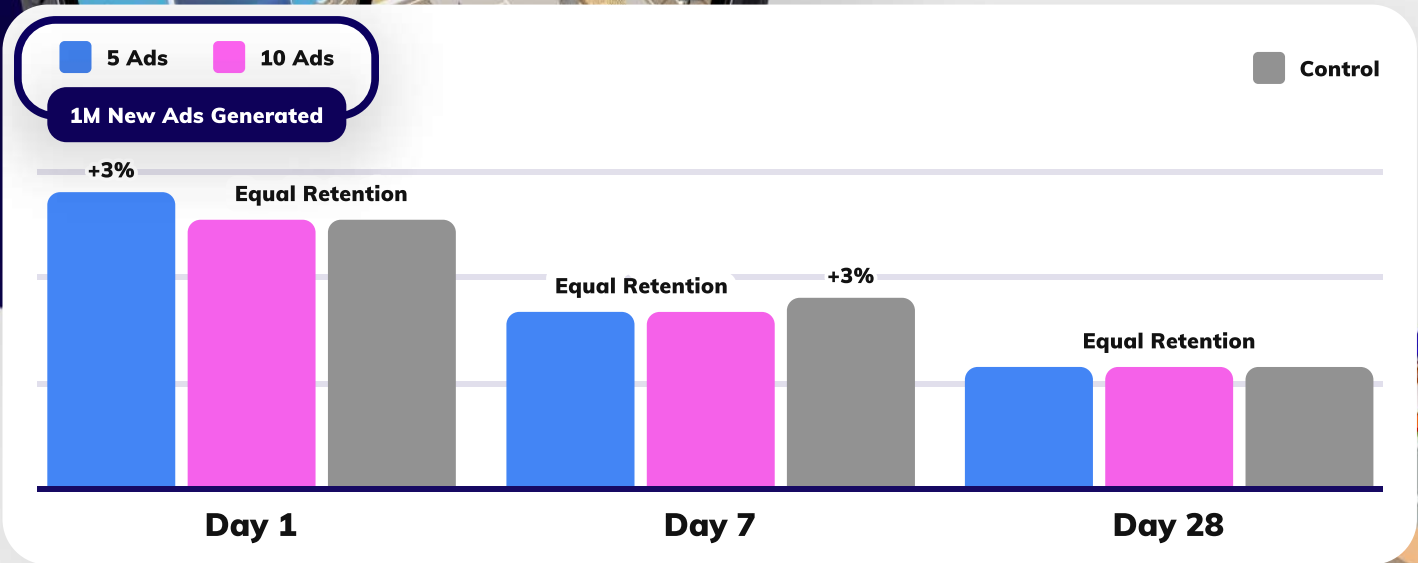
It's official, players like In-Play advertising! Neon Play implemented Admix placements in their hit game Idle Army Base and saw no change to player retention.



RESULTS:

Neon Play ran a carefully controlled experiment across x3 groups, each with a different exposure to In-Play ads.

The results show Neon Play maintained solid retention, and only received positive reviews from players on this update. In fact, their day one retention actually increased with 5 ads!



This proves In-Play ads are a fantastic alternative to current popular mobile ad formats which require users to leave the game in order to monetise.

Get started with In-Play ads by visiting: admixplay.com

- ✓ Drag & Drop Plugin
- ✓ Player Friendly
- ✓ Additional Revenue

