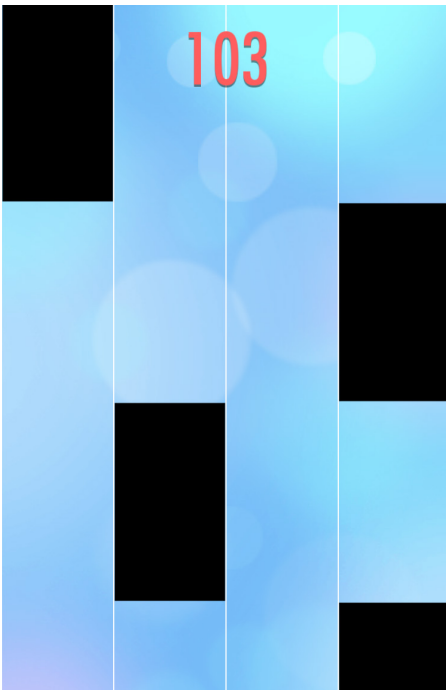# Cheetah Mobile reaches new heights

With large amounts of Daily Average Users (DAUs) playing their mobile games (for example, Piano Tiles 2 has 10M+ DAUs across Android & iOS), Cheetah Mobile needs to make sure they get the most out of the ads in their games. The Unity Ads network, with its combination of easy integration and wide global reach, helped increase the Chinese mobile app giant's total revenue by 16% and 2nd day retention by 10%.
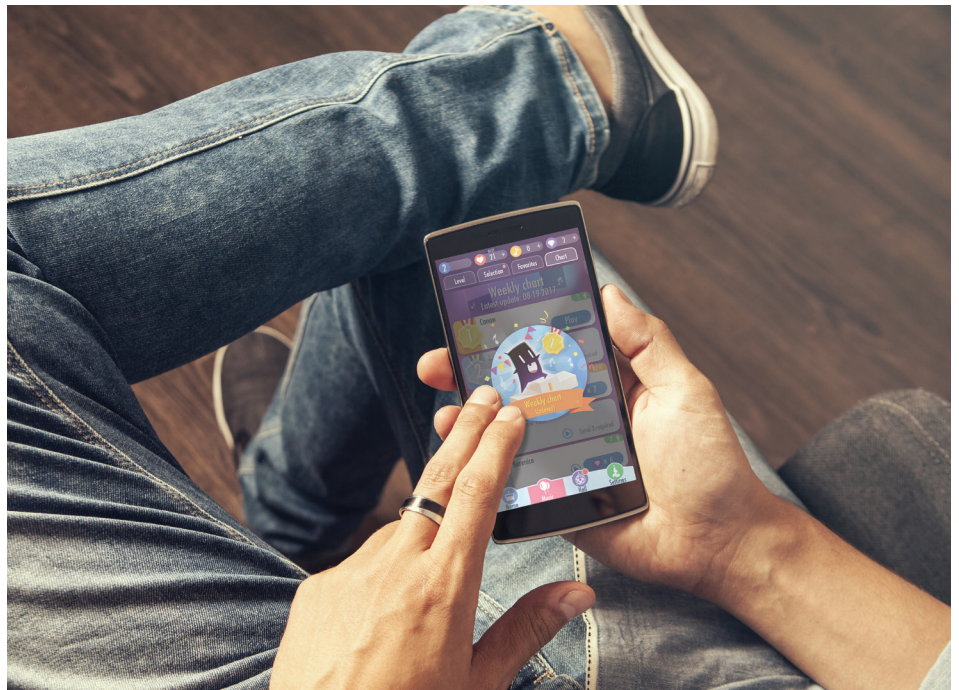
The challenge: Erratic ad pricing proved costly

Optimizing erratic pricing from ad networks can cost Cheetah Mobile time and resources that results in increased workload and unpredictable, wasteful results. In order to avoid this, they constantly test the most competitive ad networks available to make sure they have the best ones in their game. Unity Ads is always one of their top performers and delivers the best results.

"Our games are very popular around the world with a very large base of Daily Active Users. While eCPM and fill rate are important for us, what we really need is a network with a global reach and high fill rate that maximizes our ad revenue. Unity Ads meets all our criteria and has surpassed many of our expectations," says Kris Jia, Monetization & Marketing Lead."

Best known creation: Piano Tiles 2, one of the world's most downloaded and critically acclaimed gaming apps

Main challenge: With Cheetah Mobile's large user base of over 25 million Daily Active Users, a slight dip on the return of mobile ads could add up to a substantial drop in revenue

Unity Ads is our long-time high-priority monetization partner because they offer optimal performance, a wide global reach and fantastic day-to-day support," says Jia.

How Cheetah Mobile benefitted from Unity Ads
Not only has Unity Ads put a high number of ads in front of Cheetah Mobile players, but the players have also responded positively to the ads. The results include:

- Total revenue increase of 16%
- 2nd day retention increase of 10%
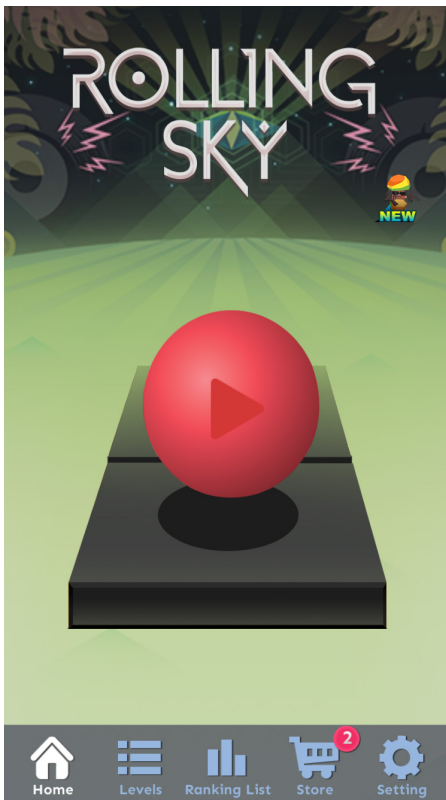- A reach of 220+ countries with a fill rate of over 95%

Easy integration saves time and resources
Cheetah Mobile uses Unity Ads both for gaming apps created with the Unity Engine, and to monetize games created with other technology. In the case of games created with Unity, integration is not an issue since Unity Ads is part of the Unity engine. For example, Rolling Sky, a game made with Unity, integration of Unity Ads was as simple as flipping on a switch.
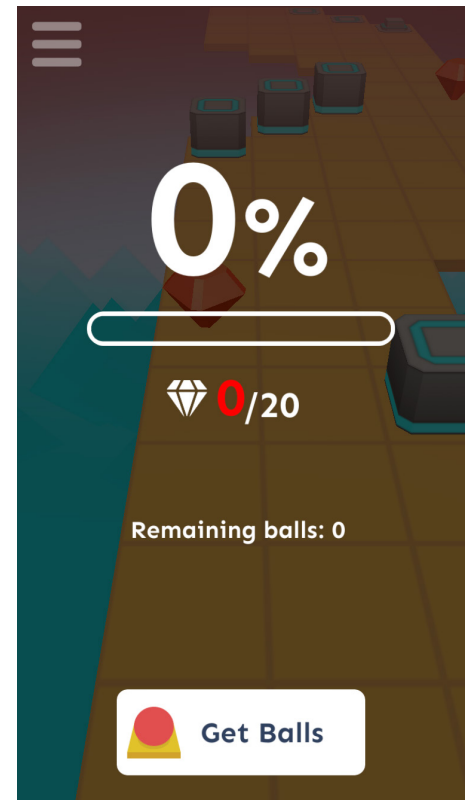
Yet even for games created with engines other than Unity, integration has been straightforward and efficient. The universal SDK only took a few minutes for Cheetah Mobile to implement. What's more, the SDK supports multiple ad formats (brands, rewarded video and interstitials landscape and portrait).

"The fact that Unity Ads is easy to implement for our titles that are both made with Unity and not made with Unity, supporting all these formats reduces our workload, while making the user experience seamless and snappy" says YanSong Liu, Tech Specialist. "It allows us to deliver fresh content for our users to watch."

"Unity helped Cheetah Mobile increase total revenue by 16% and 2nd day retention by 10%." — Kris Jia, Monetization & Marketing Lead

How Unity helped: Simple integration, global reach and top performance from Unity Ads help Cheetah Mobile monetize in a way that's good for their users, and for their revenue

Give players what they want, and they'll respond

In order to get the most out of Unity Ads, Cheetah Mobile made the ads optional for players to watch in exchange for something they really wanted within the game. They also experimented in order to find the best frequency to serve the ads.

"In the case of Rolling Sky, we realized that players want extra balls because this helps them move further along in the game. So we designed the rewarded video ads in a way that made players see them as a part of the game, something that helps them succeed," says Jia.

The results: How they found the sweet spot

Determining the right frequency to show the ads was an ongoing process of tweaking until they found the maximum number of ads they could show without affecting user retention.

They started by showing ads at a low frequency and slowly adjusted to higher caps in order to increase the amount of impressions. However, Jia is quick to point out that increasing the number of impressions does not guarantee an increase in revenue.

"If you increase from 4 to 6 ads per day per user, the increase in impressions does not necessarily mean that you'll experience an increase in revenue. That's why, we monitor data very closely to make sure there is no negative impact on the users. The key is to find the sweet spot with the right balance of ad frequency and revenue," she says.

Smooth integration, global reach,top performance
Whether it's flipping the switch for made with Unity titles, or just a simple SDK for their non-Unity titles, integrating Unity Ads is straightforward and simple. Moreover, Unity Ads global reach and excellent performance means that Cheetah Mobile can increase revenue and retention rates that fosters a much higher customer LTV.

STUDIO SPOTLIGHT
Cheetah Mobile

100-150 mobile game creators (among the company's 2000+ employees) are divided into eight teams, each focused on developing and promoting a specific game for Android and iOS, such as the Made-with-Unity game, Rolling Sky.
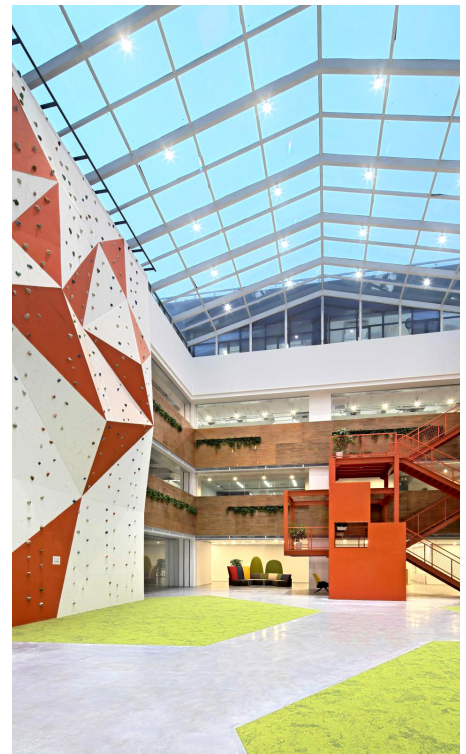
Location: Beijing, China
Founded: 2008
Unity games: Piano Tiles 2, Rolling Sky

Why they use Unity Ads:
Total revenue increase of 16%, 2nd day retention increase of 10%,
A reach of 220+ countries with a fill rate of over 95%

cmcm.com

Cheetah Mobile's Beijing Headquarters

To learn more about Unity Ads and how it can help your game or experience reach new heights, visit unity3d.com/ads