



## Success Story

### iXie's Hybrid Monetization Strategy boosts game revenue by 20% for an indie mobile game

#### A Brief Snapshot

The client, an Indie Game Development company, was facing a dip in revenue and low player engagement and required a strong monetization strategy. As its consulting partner, we enhanced their game revenue by 20% with a hybrid monetization strategy.

#### Value Delivered:

- ❖ Game monetization strategy
- ❖ In-App ad strategy
- ❖ Revenue consulting

#### Key Highlights

- ❖ Increased client's revenue by 20%
- ❖ Average 7.57% increase in month-by-month revenue
- ❖ Overall increase in engagement

#### About the Client

Our customer was an independent game development studio that had developed their first mobile game for Android and iOS. The company was headquartered Barcelona, Spain, and had a team strength of 6 in-house developers. They were looking for a partner to help with a monetization strategy to increase their revenue to downloads ratio.



## 1 Roadblocks in the client's gaming journey

While the game had over 500K downloads, the revenue generation to downloads ratio wasn't looking very promising. In the first six months the revenue was going up month on month, but after 6 months there was a constant dip in revenue.

Moreover, the game only had in-app purchases, which resulted in low engagement, session durations and thereby a drop in revenue.

Another issue was that the introduction to offers and usage of in-game resources were introduced too late into the game.

They needed a strong monetization strategy to improve their revenue.





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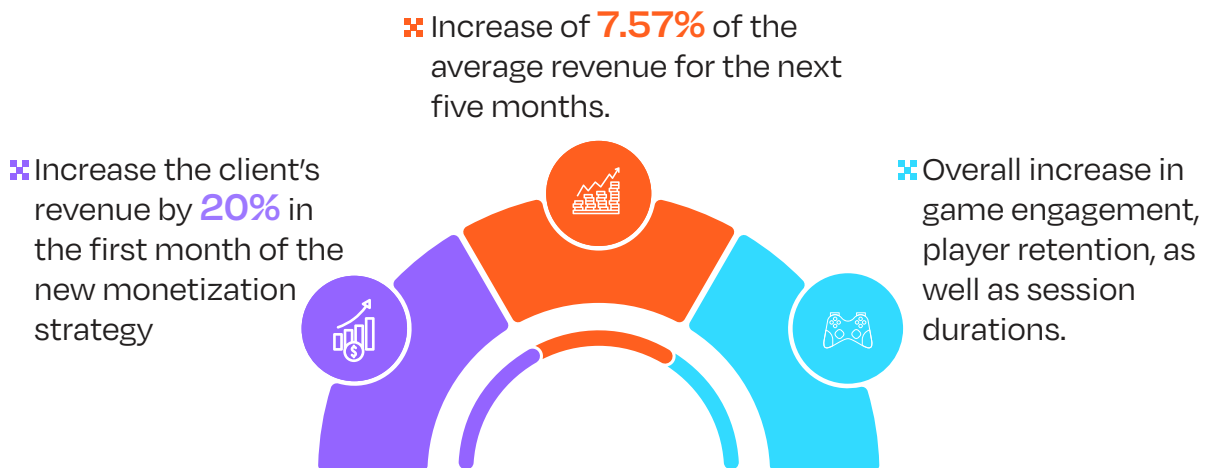
## The iXie Fix

In-app purchases (IAP) were causing some lost opportunities for the company in generating revenue. iXie suggested using hybrid monetization - in-app purchase along with in-app ads. We recommended an IAP strategy where game currency could be used by players to buy power-ups, resources, and skip wait times.

With the In-App ads, players could instantly upgrade buildings, get in-game currency, and skip wait times too. The In-App Ads were, however, restricted to a few plays every hour.

This ensured that the players had the option to watch ads to increase their session time, while also ensuring that it wasn't abused, and the players had to switch to buying the currency through IAP as the game progressed.

## The iXie Impact



### Client Review:

Working with iXie was great. They were very attentive to our needs and delivered exactly what we asked for and more. Thanks to their ingenious strategies, our revenue skyrocketed by an astonishing 20%! We're grateful for their exceptional guidance and game-changing ideas and really look forward to working with them again!

- Senior Project Manager – Indie Game Development Company





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## USA

Cupertino | Princeton  
Toll-free: +1-888-207-5969

## INDIA

Chennai | Bengaluru | Mumbai | Hyderabad  
Toll-free: 1800-123-1191

## UK

London  
Ph: +44 1420300014

## SINGAPORE

Singapore  
Ph: +65 6812 7888

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[www.ixiegaming.com](http://www.ixiegaming.com) | [info@ixiegaming.com](mailto:info@ixiegaming.com)

