

ELTSOFT GAINS UP TO 20X REVENUE INCREASE USING ADMOB INTERSTITIALS



AT A GLANCE

Company Info:

- Eltsoft LLC
- www.eltsoft.com

Goals:

- Deliver quality, language-appropriate ads globally
- Ensure a positive user experience
- Monetize through a simple platform
- Uncover insights to drive success

Approach:

- Created multiple language-learning apps
- Offered free versions of apps

Results:

- Grew revenue up to 20-fold by using interstitials
- Maintained CPM of \$7
- Use Google Analytics to set strategies

Passion for languages and learning

Jason Byrne and his partner Robert Diem are passionate about making a difference in education. They came together during their time as professors in Japan to found Eltsoft LLC, a company that builds mobile language learning apps for iOS and Android.

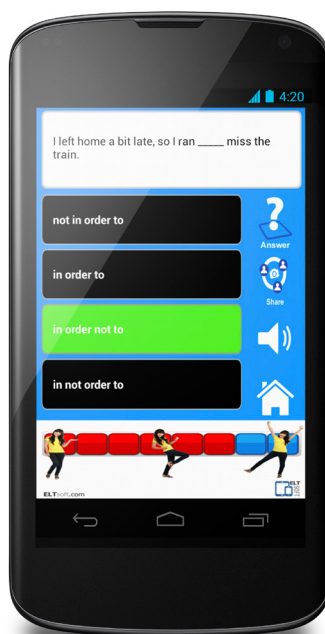
Jason has experience with computer programming and teaching English, while Robert has content and design talents. Together, they started creating a series of fun language learning apps that allow users to study whenever they want, wherever they are.

Global uptake

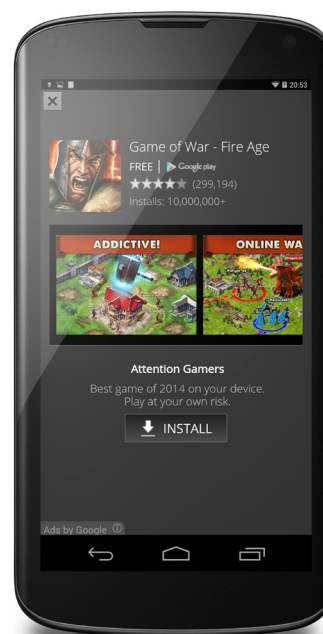
Their most popular app is English Grammar, downloaded by more than a million people in nearly 120 countries. Many people in India have downloaded English Grammar, as have people in the United States and United Kingdom looking to sharpen their English language skills.

Eltsoft has a blended business model. All of the company's apps are available for free with ads or in paid versions. To earn a solid second income, the entrepreneurs began looking for a way to earn more money from the free versions of their apps. The choice was clear: Google AdMob would enable them to deliver high-quality, language-relevant ads worldwide—an important capability because Eltsoft's users live all over, from the United States and Europe to Asia and South America.

"AdMob is central to our success because it delivers high-quality, appropriate ads to our audience in their native languages, wherever they live," says Jason.



Eltsoft's 'English Grammar Free' app



Eltsoft's full-page interstitial ad



"AdMob now constitutes 90% of Eltsoft's revenue from mobile advertising. Since implementing interstitials in late 2013, the company has sustained cost per thousand impressions (CPM) of \$7."

Jason Byrne

Interstitials maximize the value of AdMob

The AdMob platform has become increasingly profitable. Initially, Eltsoft started with banner ads, but began experimenting with interstitial ads that appear in between exercises, quizzes, and other parts of the apps. Once they implemented rich-media interstitials in AdMob, revenues increased up to 20-fold overnight.

"We started running text, image, and video interstitials at Christmas time in 2013, and it turned out to be the best gift we could give ourselves," says Jason. "We were amazed—we immediately began generating 10 to 20 times more revenue through AdMob."

Data-driven success

"Google Analytics keeps making campaign analysis simpler and clearer," Jason says. "Data from various sources—Google Analytics and Google Play, for instance—are now all in one place. That helps me understand what's happening with our ad campaigns." Eltsoft uses data to focus their marketing campaigns and assess where to use their resources most effectively.

"Analytics allows me to see the key demographics that are using our apps and compare to the key revenue demographics. We can then focus our own marketing campaigns accordingly. Also in terms of localization, we can assess where to use our resources effectively, to help improve user experience," continues Jason.

"The greatest takeaway for me is that the results are never really what I expect. I am often surprised. Analytics has given us great insights into who our users are and has provided a very important lesson in the value of surveying our user base. Our simple assumptions are often inaccurate.

"Google Analytics data is literally a goldmine.

"For example, recently we have made changes to our apps, and Analytics has really helped me to track the effectiveness of those changes. I would say 6 months ago, that our success was a mystery. The data said we were doing well, but the whys were not clear. Therefore, we couldn't replicate or push forwards. But today we have some understanding of what is happening today and can project our future success, as we not only have the data, we can control certain variables allowing us to understand that data."

Consistency is key

Next, Eltsoft is rolling out a video language-learning app and starting to use video advertising. Additional plans include promoting apps through Google and becoming smarter about using the AdMob platform.

"We have great apps and a terrific way to make money on them with AdMob," Jason says. "AdMob has been very consistent, so we know we can rely on getting a check in the mail that keeps getting better as we take advantage of new AdMob features. That's very important to us."



ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

google.com/admob

