InGamePlay: Hybrid Monetization Case Study

July 2025

In collaboration with **AdInMo**

Forging a Strategic Partnership for Smarter Monetization

Our Challenge

As a creative indie studio, NOXGAMES needed to evolve monetization without compromising player experience.

Our Objectives

- Introduce non-intrusive revenue streams alongside IAPs
- Increase player Lifetime Value across key titles
- Improve player retention

Featured Games: Age of Tanks, Tanks Arena, Merge Master: Tanks

Hybrid Monetization Strategy

Innovative Immersive Formats

- Enhanced player experience by maintaining gameplay flow

- Non-intrusive, immersive InGamePlay Ads

Monetization Tools

- IAPBoost™ for targeted in-game offers

- CROSSPromo to drive player acquisition

- Strategic removal of ads post-IAP purchase

Monetization Insights

ARPDAU   Retention D7   ROAS   IAP revenue

■ Before   ■ After
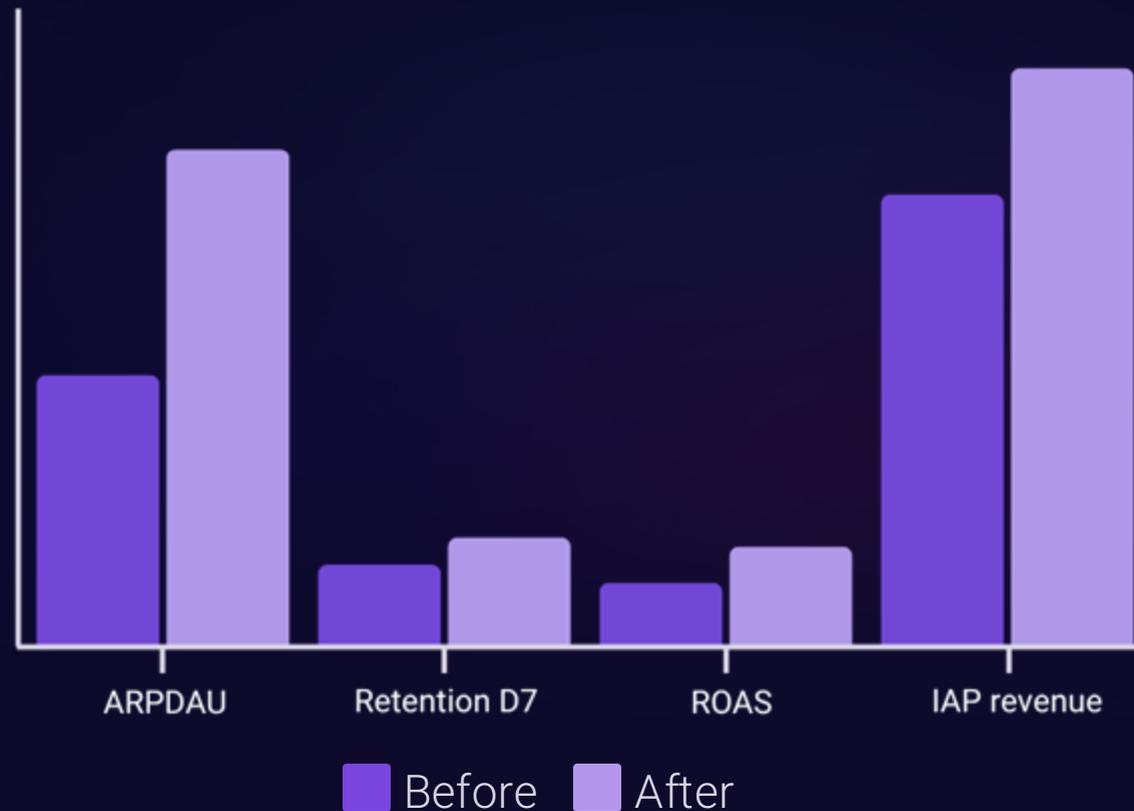
Overall LTV increased by 2.5X

- 83% increase in Average Revenue Per Daily Active User

- 33% improvement in 7-day retention rates

- 57% higher Return On Ad Spend

- 28% boost to in-app purchase revenue

Implementation of an integrated InGamePlay strategy combining targeted IAA and IAP monetization, cross promotion + ad free options delivered a significant uplift in player lifetime value across all titles with significant performance improvement across key metrics while maintaining player satisfaction.

Cross-Promotion: Higher CTR & Improved Player Quality
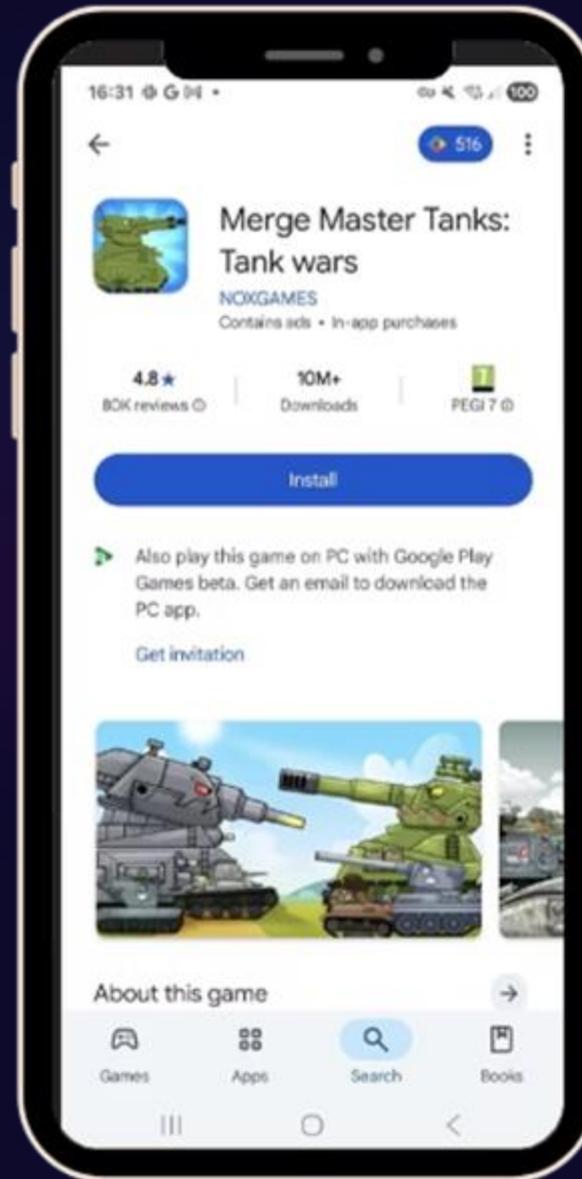
4.2x

Higher CTR

Click-through rate compared to industry standard

37%

Better Retention

Improvement in 30-day retention for cross-promoted players

2.8x

More Engagement

Increased session length for players acquired through in-game promotions

Seamless cross-promotion between complementary titles delivers significantly higher quality players with better engagement metrics compared to traditional user acquisition channels.

Genre Matching Impact on Revenue

ARPU by CROSSPromo Campaign

Existing players
New players
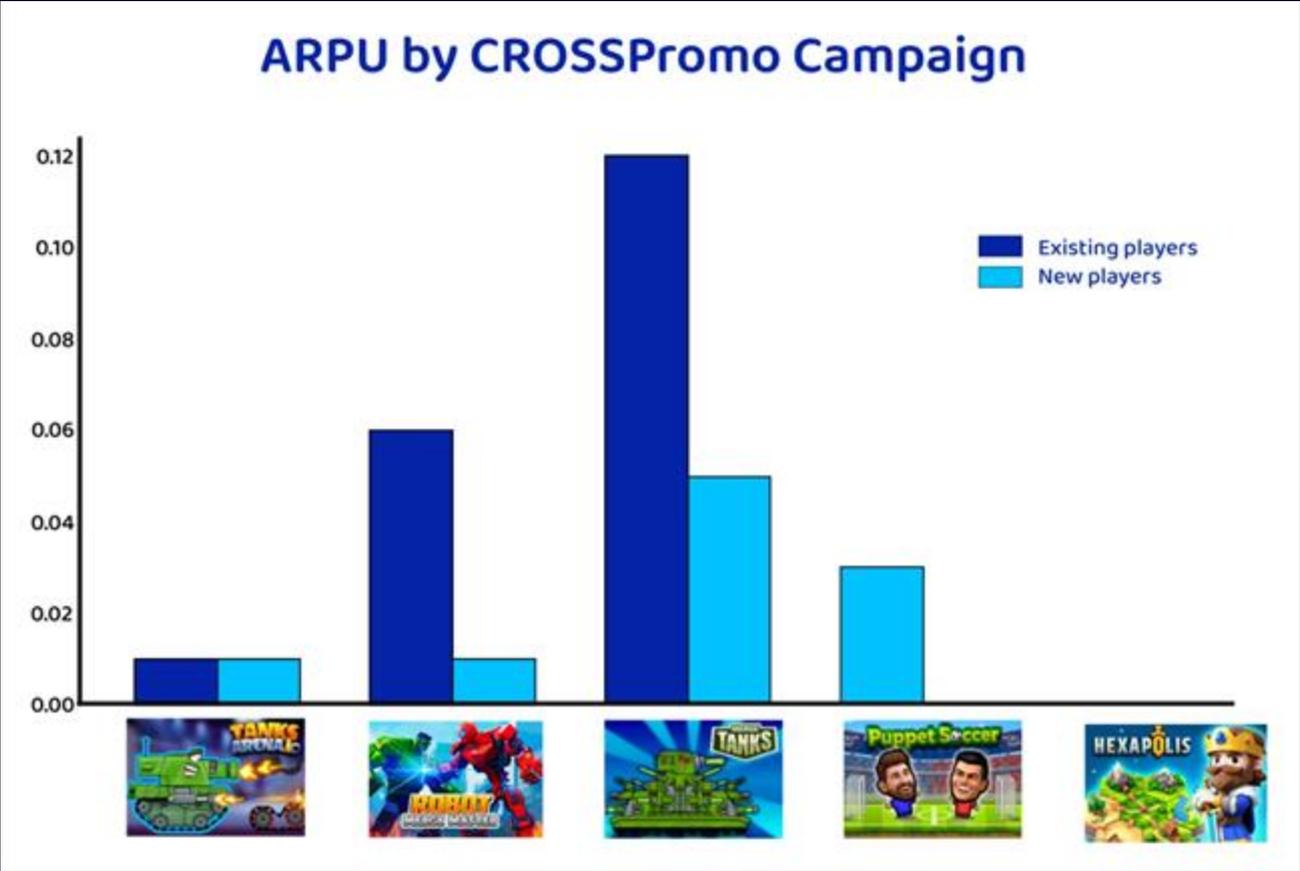
87%

Genre Alignment

Players who clicked on ads for games in the same genre showed significantly higher monetization potential

2.1x

ARPU Multiplier

Average revenue per user from existing players compared to new player acquisitions

35%

Higher LTV

Increase in projected lifetime value for cross-promoted players vs. standard ad acquisitions

Smart Targeting Doubles Existing Player ARPU

The flexibility of CROSSPromo campaigns allowed us to test different promotion strategies with dramatic results.

2x

ARPU Increase

Existing players consistently performed twice as well as new players when targeted with relevant cross-promotion.

$0.25

Highest ARPU

Generated when promoting Merge Master: Tanks within Tanks Arena—both casual tank-themed games.
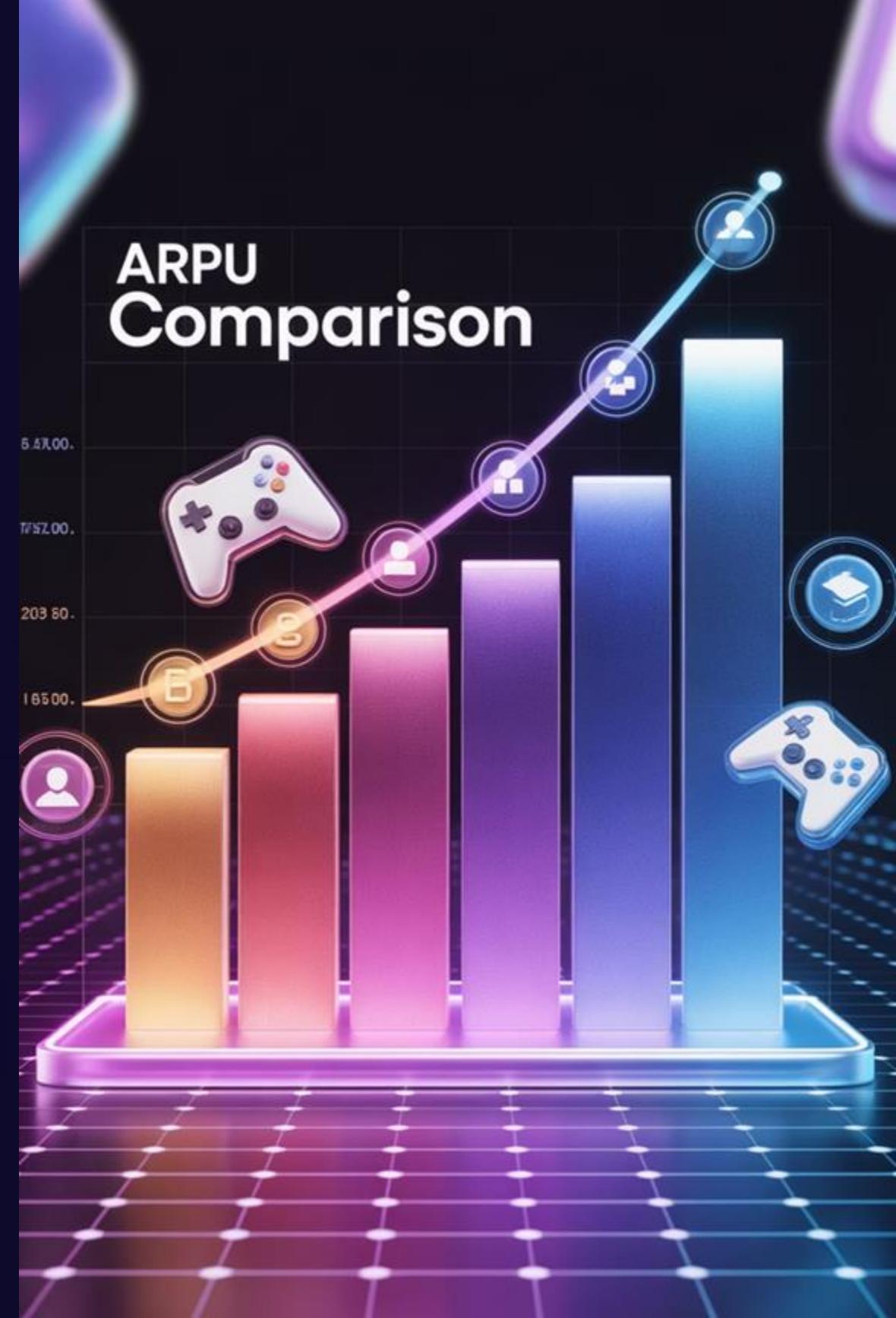
IAPBoost Conversion Performance

IAP Conversion Rates (%) by Game & Item Type

Non-Consumables

Consumables

Overall Average

0   4   8

■ Age of Tanks   ■ Tanks Arena
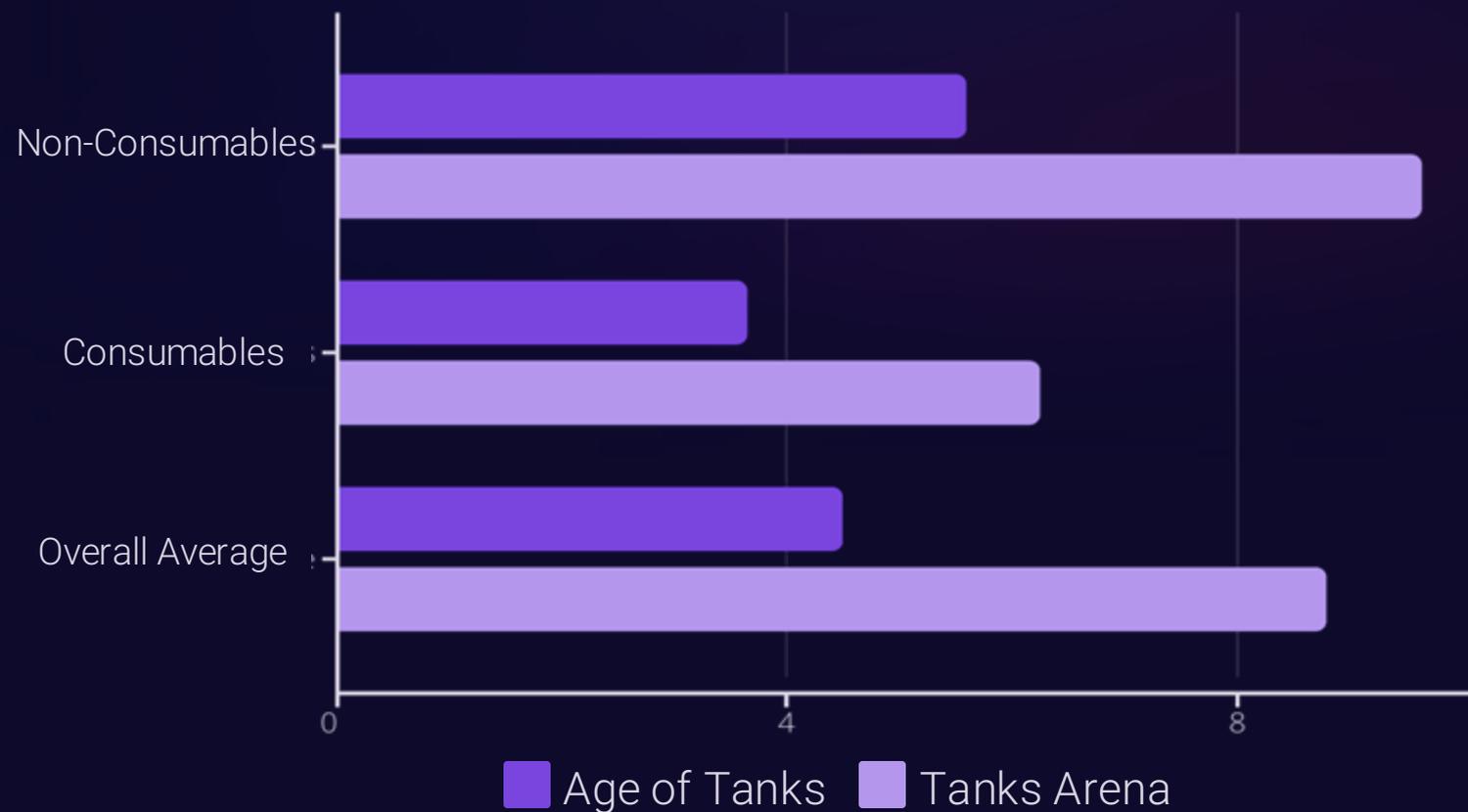
Key Insights

- Tanks Arena demonstrates significantly higher conversion rates across all item types (**8.8% vs 4.5%**)
- **Non-consumable** items (Battle Pass, Premium Vehicles) convert **53%** better than consumables in both titles
- Players acquired through IAPBoost prefer higher-value items, increasing average transaction value by **28%**

IAPBoost user flow
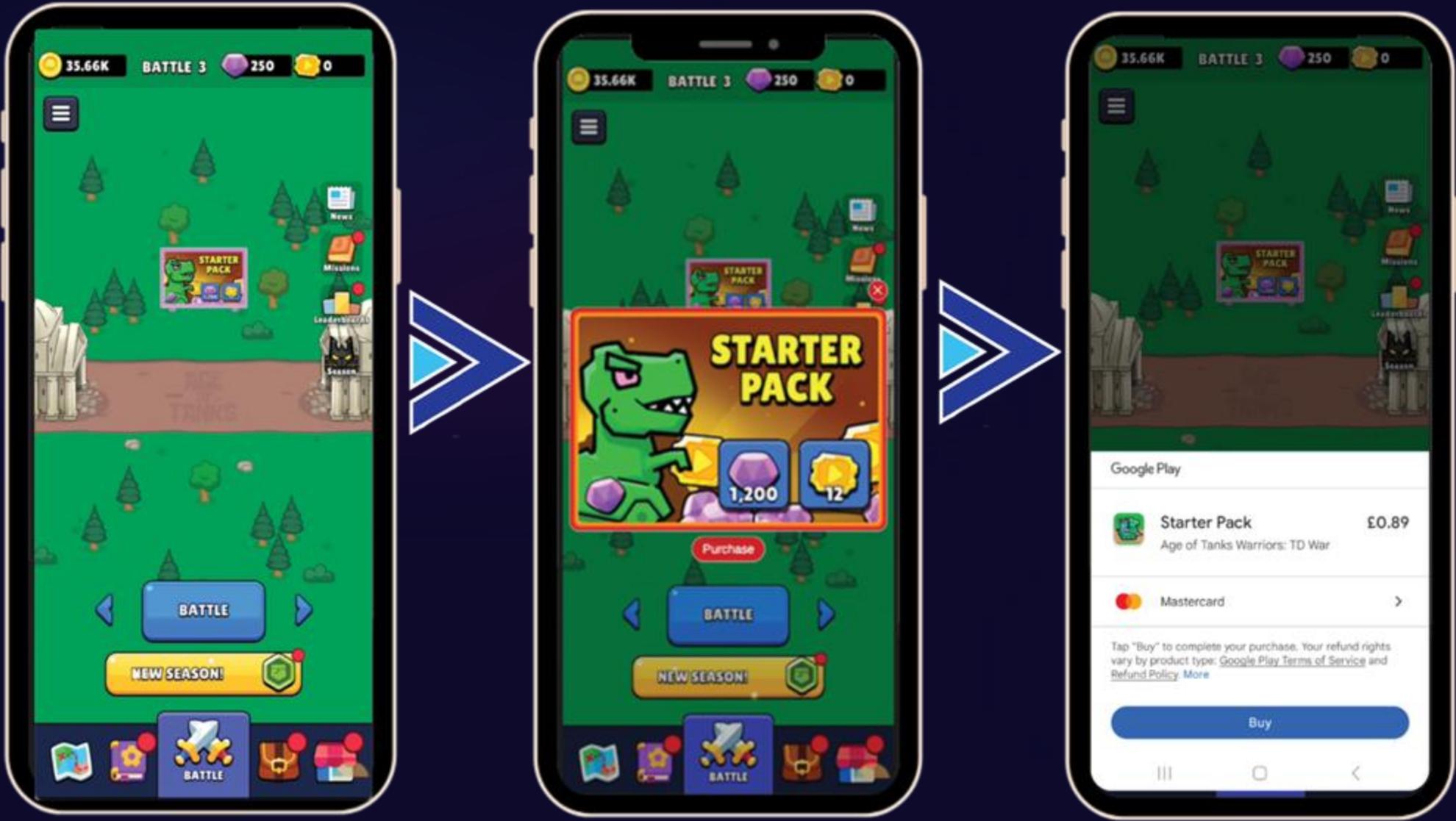
ARPDAU IAP Revenue Analysis

Control Group   IAPBoost Group
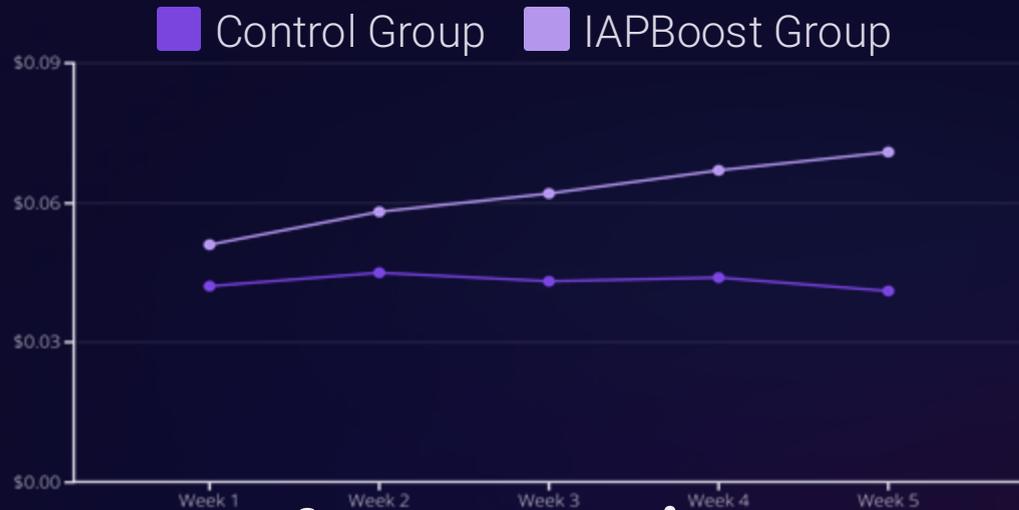
Key Performance Drivers

- Contextual ad placement increased purchase intent by 38%

- Strategic promotion of high-value items improved average transaction value by 25%

- Reduced purchase friction through direct purchase links decreased abandoned carts by 42%

- 19% of sales attributed to 'organic uplift'

The revenue improvement continued to increase throughout the test period, suggesting potential for further optimization.

Revenue Growth: +72%

Implementation of IAPBoost strategy resulted in substantial ARPDAU growth over 5-week test period including organic uplift where IAPBoost campaigns drove awareness and incremental sales as well as conversions

Organic Uplift from IAPBoost Campaigns

19.6%

460 of 2,346 total IAP sales attributed to campaign influence

NOX Campaign Impact Analysis
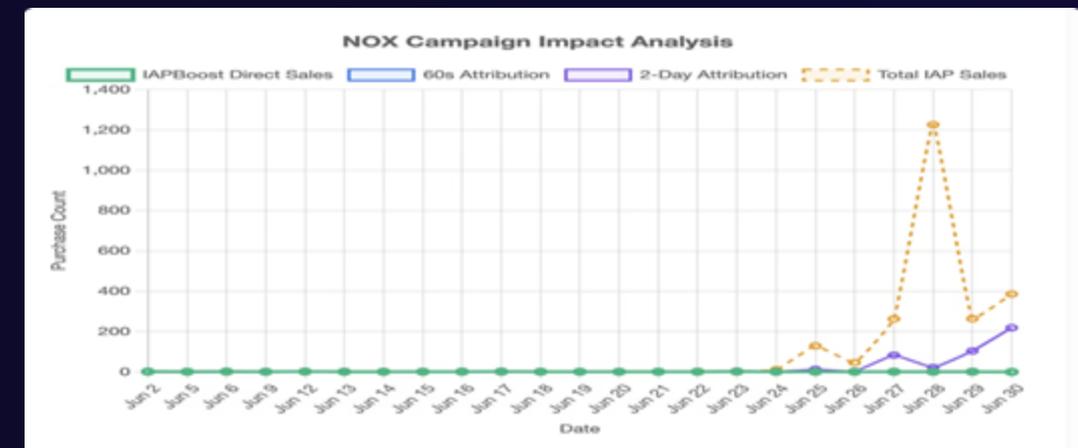
Understanding Spenders to Maximize LTV

Valuable Player Insights from AdInMo

Spending Distribution

36% Low spenders	28% Medium spenders	17% High spenders	17% Whales
$0.99 - $9.99/month	$10 - $49.99/month	$50 - $199.99/month	$200+/month

- 98% repeat purchase rate indicates strong user retention
- A/B testing of "No Ads" feature revealed a 52% organic uplift

Ad-Free Experience Impact
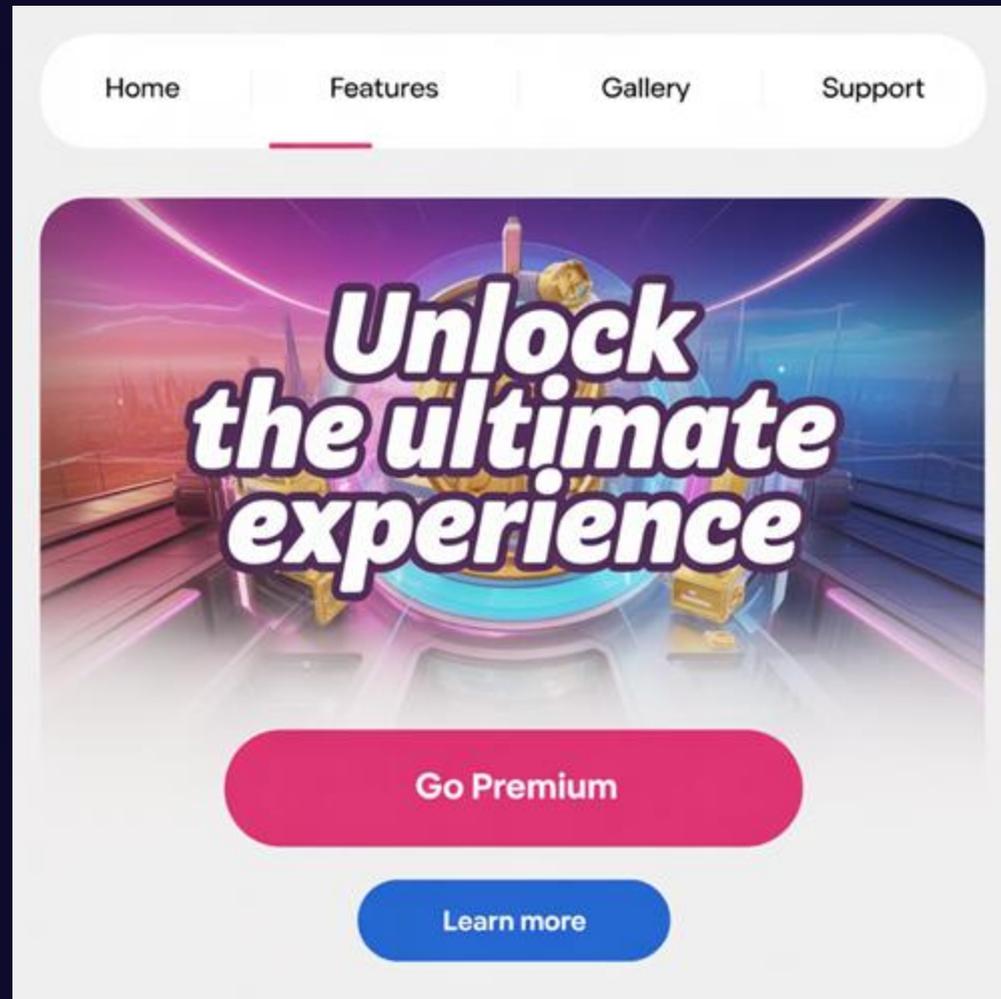
Retention Boost

Players who purchase ad-free experience demonstrate 42% higher 90-day retention rates compared to non-purchasers

Spending Increase

Ad-free subscribers spend 3.2x more on additional IAPs compared to non-subscribers

Conversion Success

In-game promotions for ad-free experience convert 27% better than standard store listings

The strategic promotion of ad-free experiences creates a premium user segment that contributes disproportionately to overall revenue while maintaining higher engagement levels.

Proving a 157% Uplift in Purchases After Implementing a No-Ads Strategy

We tested showing only non-intrusive IAPBoost™ and CROSSPromo placements to our "No Ads" paying users.

IAP Item	Before	After	Uplift
ad_tickets_large	5	42	+740%
gems_basic_1	5	10	+100%
ta_battlepass	19	21	+10.53%

Key takeaway: We can now effectively continue to generate revenue from our most valuable players post-purchase without disrupting their experience.

A Successful Partnership Leading to Tangible Growth

+97%
Retention
Users acquired via CROSSPromo vs. other channels

2x
ARPU
Increase from genre-matching in CROSSPromo campaigns

8.8%
Conversion
IAPBoost™ campaigns drove strong conversion rates

AdInMo's InGamePlay monetization platform has empowered NOXGAMES to build a more sophisticated, player-centric monetization strategy that drives sustainable growth with zero negative impact on player retention.

EXPONENTIAL GROWTH ACHIEVED

Thank You!

We appreciate your time and interest in our hybrid monetization journey.

It's been a privilege collaborating with AdInMo on this exciting initiative.

For any questions or follow-up, please reach out to:

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