

**ITI Inc** records **10X increase**  
in revenue by teaming up  
with InMobi's Premium  
Advertiser Partners



## Highlights

**4x**

Boost to  
**eCPM**

**10x**

Boost to  
**Revenue**

**2x**

Boost to  
**Fill Rates**

### CLIENT TESTIMONIAL

“As a leading app publisher based in Japan, it was important for us to improve our revenue and fill rates by partnering with premium global advertisers. By joining forces with InMobi we were able to tap into the incredible potential of the US market, helping us increase revenue and fill rates at an unprecedented scale. We plan to integrate all our games with InMobi in the future”

**Kosei Saegusa, CMO at ITI Inc**



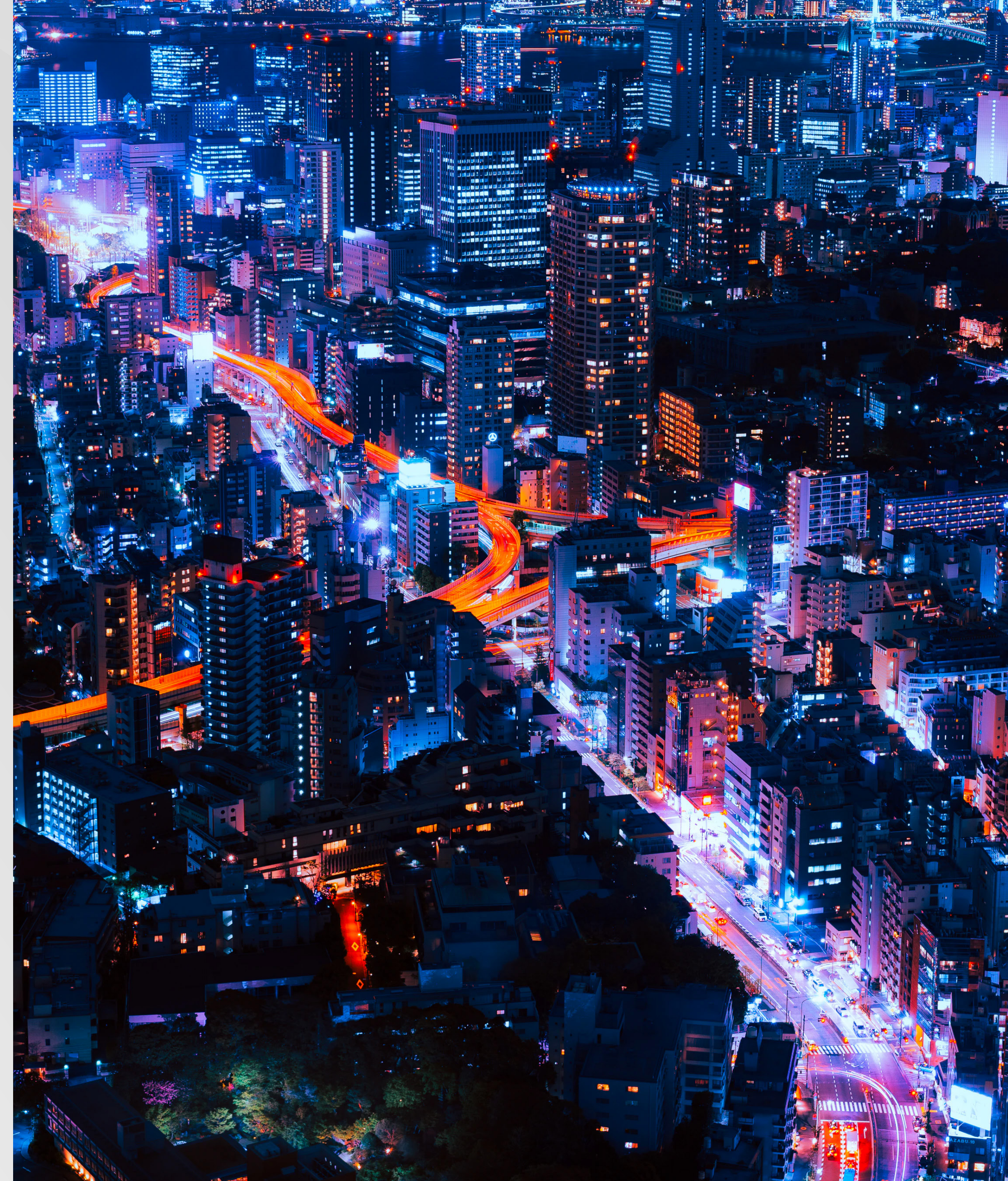
# Challenge

ITI Inc is a **leading gaming publisher** based in Japan that has created over a **1000 games**, hundreds of which have enjoyed top chart positions across app stores. Some of their most popular apps include **Mr Go Home, Ring Shift, Rescue Cut, Delta Force, among others.**

Founded in 2012, ITI was looking to make the most of their popularity by exploring demand beyond Japan, to ultimately improve their fill and revenue rates

## The ITI Objective

- **Succeed in the North American Market** by working with premium advertisers
- **Enhance Revenue and Fill Rates** by working with a premium monetization partner





## Solution

ITI Inc partnered with InMobi in 2019 to help **monetize** one of its most popular apps, **Mr Go Home**.

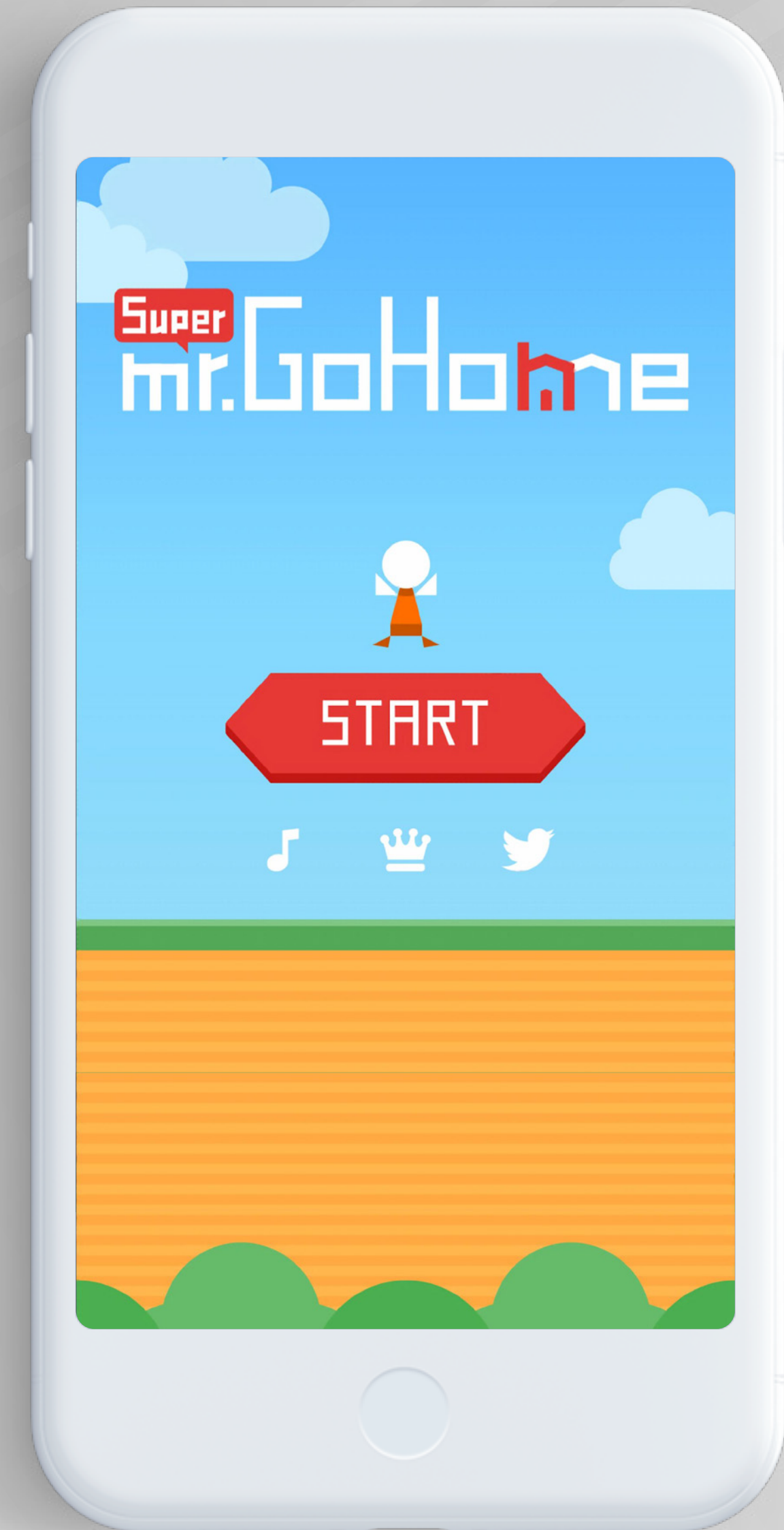
- Through its extensive reach in North America, **InMobi was able to give ITI Inc access to Fortune 500 advertisers** across verticals including **FMCG, E-Commerce, Gaming, and Streaming Services**.
- Having enjoyed great success with Mr Go Home, **ITI chose to extend this partnership** by leveraging InMobi's monetization solution for their immensely popular apps **Rescue Cut and Golf Nest**.



Access to Fortune 500  
advertisers



ITI chose to extend  
partnership



## Solution

- InMobi and ITI Inc worked towards multi-call order placements, which **optimized revenue for ITI by 10x**.
- Despite the logistical challenge of working across **different time zones**, ITI confidently relied on InMobi's client service solutions.
- While ITI Inc utilizes only 300x250 slots, InMobi improved revenue by **optimizing premium demand**, despite US typically being a 320x50 banner heavy market.



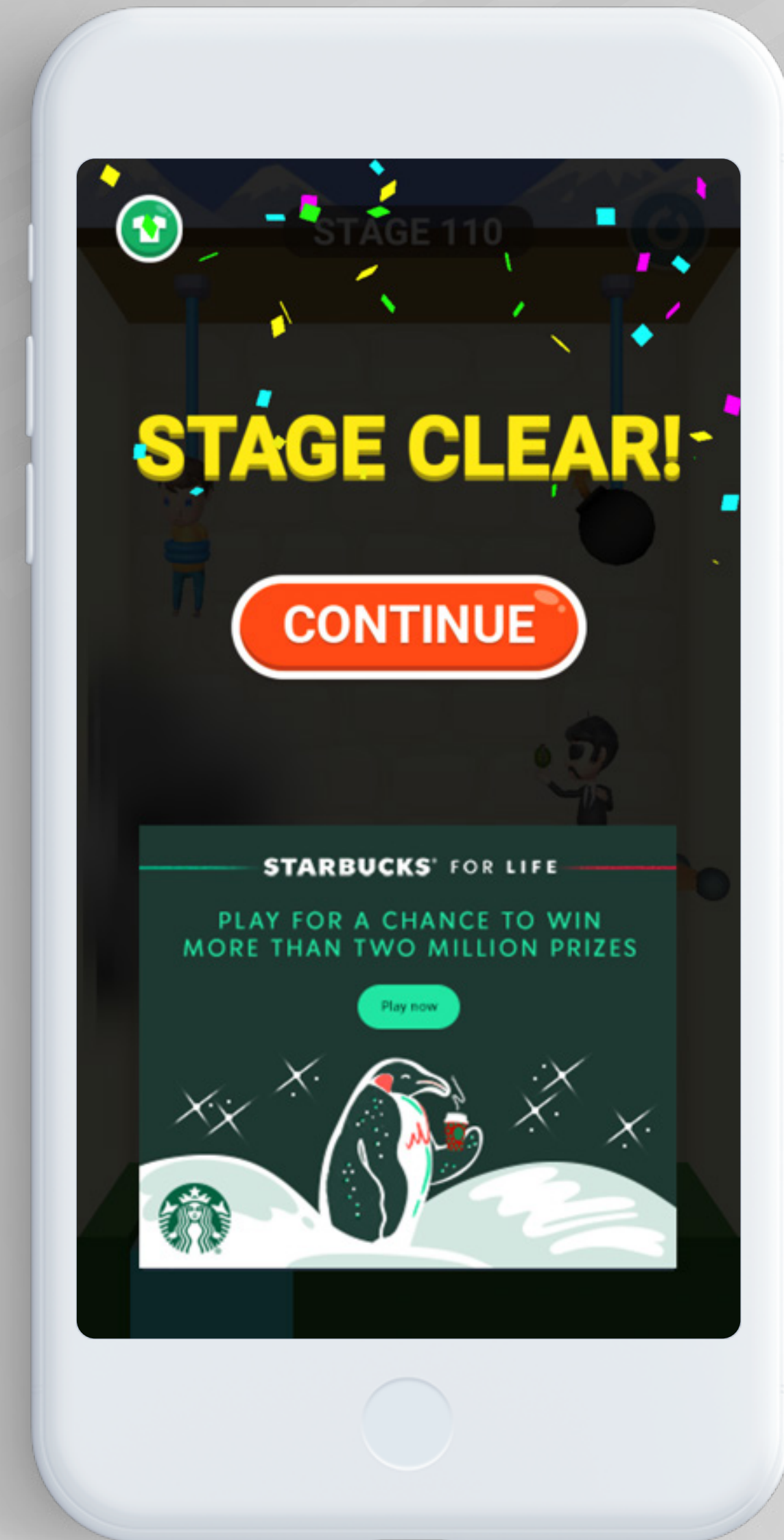
10x  
Optimized  
revenue



Worked across  
different time  
zones



Optimized  
premium  
demand





# Results

## Monetization at Scale



**10x**

achieved in 4 Months

## Leveraging North American Seasonality



**2x eCPM**

Pre Thanksgiving

**4x eCPM**

During Thanksgiving



**2x Fill Rate**

During Thanksgiving