Pocket Gems Increases Daily Revenue with Flurry Video

**THE GOAL**

Monetize New App More Effectively & Improve Players' Experience with Ads

**RESULTS**

"Pocket Gems puts the player experience above all else when creating a new mobile product. We value Flurry's ability to provide high-quality video ad experiences that keep players engaged."

*Michael Dawson, VP of Business Development, Pocket Gems*

Pocket Gems is a leading mobile game developer with over 150 million downloads across iOS and Android. In 2013, Pocket Gems saw record revenue, surpassing $82 million, with games like *Tap Paradise Cove* and *Animal Voyage: Island Adventure*.

Building on this success, Pocket Gems sought to put better advertising experiences in its apps. They began investigating data-informed solutions, and reached out to Flurry to learn about implementing high-quality video advertisements within Episode.

Their inquiry lead to an extremely successful campaign, administered through Flurry for Publishers.

Pocket Gems became a beta customer of the next generation of Flurry Video, now giving publishers the ability to bring pre-loaded and non-skippable videos into apps.

Already a successful Flurry customer, Pocket Gems was happy to try the new video product. Integration took place very quickly. Pocket Gems’ revenue from Flurry increased 5x with the new video product.

**ABOUT FLURRY**

Learn more about how Flurry for Publishers maximizes revenue at [www.flurry.com](http://www.flurry.com)