

CASE STUDY

Lihuhu ad revenue increases by up to 8%

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info@odeeo.io — odeeo.io



Lihuhu

Founded in 2017 by three passionate mobile gaming enthusiasts, Lihuhu has grown into a leading mobile game studio with over 70 employees based in Ho Chi Minh City, Vietnam.

With a mission of "Making successful games and having a great time," Lihuhu focuses primarily on puzzle games, including pair matching, block puzzles, and number puzzles. Their engaging gameplay and intuitive designs have earned them a loyal global audience.

Challenge

As the digital gaming landscape continues to evolve, Lihuhu sought new ways to diversify its revenue streams.

The primary challenge was finding a solution that could generate additional earnings without compromising the seamless and engaging user experience that their puzzle games are known for.

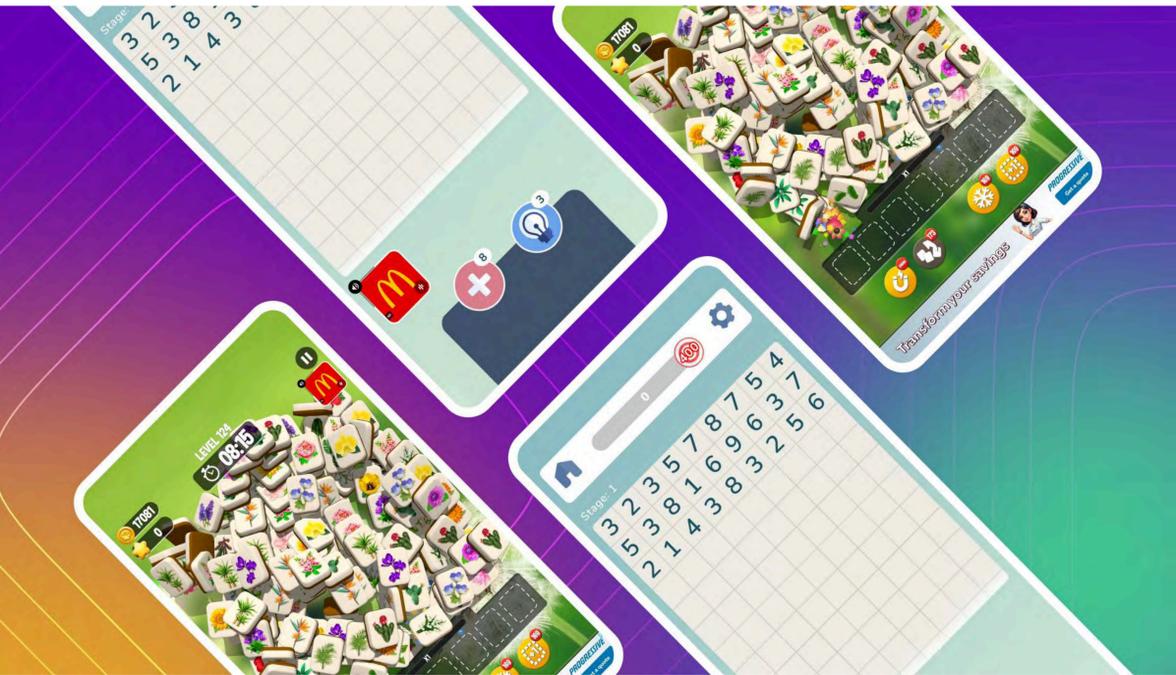
Maintaining player satisfaction while integrating new monetization strategies was critical.

Solution

Lihuhu partnered with Odeeo to explore the potential of in-game audio ads. Recognizing Odeeo's stable and continuously updated SDK, as well as their strong commitment to user experience, Lihuhu integrated non-intrusive audio ads into selected games.

The partnership included:

- **Seamless Integration:** Odeeo's user-friendly SDK allowed Lihuhu to introduce audio ads without disrupting gameplay.
- **User-Centric Approach:** Odeeo's focus on preserving user experience aligned perfectly with Lihuhu's priorities.
- **Dedicated Support:** Continuous collaboration and feedback sessions with Odeeo's team ensured a smooth rollout and optimization of the audio ad experience.



The Results



Incremental Revenue:

In just a few months, in-game audio ads have driven **ad revenue growth by up to 8% in key markets.**



User Experience:

No negative impact was recorded on **retention, playtime, or ad engagement**, reinforcing the seamless integration of audio ads.



Growth Opportunities:

The rapid success of this initiative highlights the **scalability of in-game audio monetization** across Lihuhu's growing portfolio.

Why Lihuhu Chose Odeeo

Lihuhu + odeeo



Proven Reliability:

A stable, frequently updated SDK ensured seamless integration.



User-First Philosophy:

Odeeo's dedication to maintaining user experience stood out.



Responsive Partnership:

Consistent support and adaptability to feedback made Odeeo an ideal collaborator.

Conclusion

In just a few months since launch, Odeeo's in-game audio ads have proven to be a powerful monetization tool for Lihuhu. **With ad revenue increasing by up to 8% in key markets**, and no negative impact on player retention, playtime, or ad engagement, the results demonstrate the effectiveness of non-intrusive audio ads.

As Lihuhu looks ahead, this partnership presents an opportunity to further scale in-game audio advertising across their growing portfolio, maximizing revenue while preserving user experience.



Lihuhu Team

Working with Odeeo has been a great experience. Their in-game audio ads added a valuable revenue stream without affecting our user experience. The seamless integration, stable SDK, and responsive support made the process easy. We're excited about the growth opportunities ahead.



Phuc Tran
Head of Ad Mon