CASE STUDY

Rocket Studio boosts ad revenue by up to 10%

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Founded in 2015, Rocket Studio is a leading global mobile game developer known for its fast-paced hyper-casual, and arcade-style games.

With a reach that spans millions of daily active users, the studio is constantly seeking innovative ways to increase monetization without disrupting the player experience. Rocket's focus on scale and user retention made finding the right ad format a strategic priority.

Challenge

Rocket Studio wanted to increase revenue from key geographies without introducing intrusive ad formats that might impact gameplay.

Their goal was to find a monetization solution that could complement their existing strategy, one that worked seamlessly in the background and didn't interfere with play sessions.

Solution

Rocket Studio partnered with Odeeo to bring non-intrusive in-game audio ads into their top titles.

Together, we focused on:

- **Seamless SDK integration:** Rocket integrated Odeeo's lightweight SDK with minimal engineering effort.
- **Collaborative Optimization:** Together with Rocket, Odeeo fine-tuned audio delivery to maximize revenue impact.
- **Player-first approach:** Maintained a frictionless gameplay experience to protect engagement metrics.

The Results

Incremental Revenue

In-game audio ads drove up to **10% revenue uplift** across key geos, including the US, UK, and Italy.

Seamless Player Experience

No negative impact on retention, playtime, or engagement, proving that **non-intrusive audio can monetize effectively** without disrupting gameplay.

Sustained Growth

Rocket Studio saw steady **week-on-week revenue increases** post-launch, validating the scalability of audio monetization across multiple titles.

Why Rocket Studio Chose Odeeo

ROCKET STUDIO + odeeo

Quick Integration

Odeeo's SDK fits easily into Rocket Studio's tech stack, requiring minimal dev time.

Privacy-Aligned & Brand-Safe

Audio ads met IAB standards and respected content guidelines.

Data-backed Partnership

Ongoing collaboration and shared insights helped optimize performance week over week.

Conclusion

The uplift was made possible through close collaboration; our teams worked together to uncover the opportunity and implement smart, low-friction adjustments that delivered measurable results.

As Rocket continues to scale its portfolio, audio stands out as a high-impact, low-effort monetization channel, proving that shared focus, data-led decisions, and even small optimizations can drive meaningful growth.

> Partnering with Odeeo brought a smart and non-intrusive way to increase our ad revenue. Their solution blended effortlessly into our portfolio. Delivering strong results without compromising the user experience. The onboarding was smooth, and their team has been consistently proactive and supportive.

Kimmie Vu
CMO at Rocket Studio - OneSoft Co.

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Unlock the power of audio advertising

Odeeo's audio ad platform amplifies the in-game experience to help leading studios resonate with the world's over 2 billion gamers and earn additional incremental ad revenue without hurting retention.

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