Supersonic by ironSource's Offerwall Increases
ARPDAU and Retention Rate

# Offerwall Monetizes Lovoo's Non-paying Users
Case Study

The Challenge

With over 40 million registered users across the globe, Lovoo is a leading social application. Following its major success, Lovoo were looking for a monetization strategy that would contribute to its user experience and engagement.
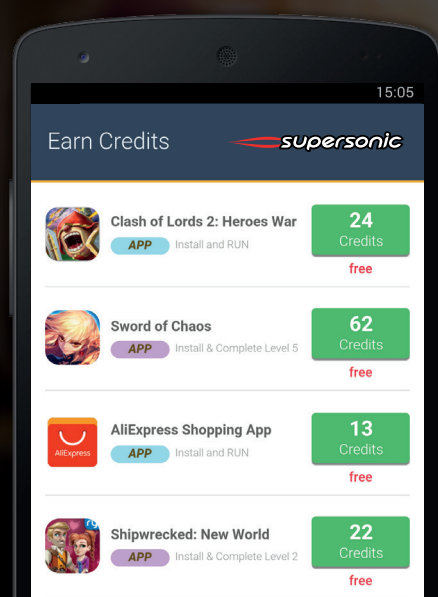
Lovoo Goals
- Serve rewarding and engaging ads from leading advertisers
- Increase Average Revenue per Daily Active User (ARPDAU), and overall revenue
- Provide an alternative payment method to extend session length and increase retention rate
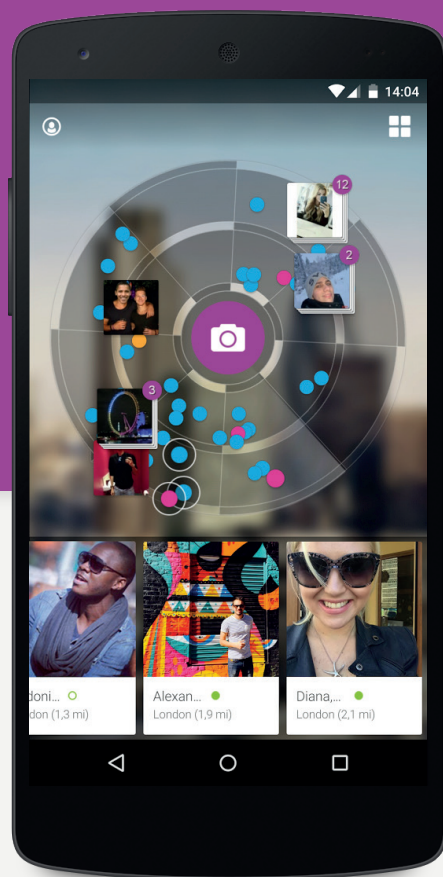
LOVOO - Chat and meet people by LOVOO GmbH

LOVOO

The Solution
Supersonic by ironSource's Offerwall:

✓ Presents quality offers to unlock Lovoo's premium app content
✓ Provides an entirely user-initiated experience
✓ Tailors offers to users' demographic
✓ Commands industry-leading eCPMs
✓ Accommodates customizable and seasonal skins

"Supersonic by ironSource constantly delivers great user acquisition and monetization results. Their Offerwall increased our ARPDAU while enhancing the app's user experience. Hands down, Supersonic by ironSource delivers the highest eCPMs in the industry!"

Tobias Börner, CMO & Co-Founder

The Results

The Offerwall enabled Lovoo to **grow user engagement**, since the ad unit significantly extends session length. It also offers non-paying users a different way to **benefit from premium app features**, such as unlocking user profiles.

Following the exceptional performance of the Offerwall, Lovoo granted ad exclusivity to Supersonic by ironSource's Offerwall.

Key figures on Supersonic by ironSource's Offerwall:

12%
engagement rate

10%
of engaged users potentially become paying users

$80
average eCPMs

LOVOO

LOVOO is the fastest growing platform to network and meet new people! It's more than just profile pictures; we make it easy to meet people with the same interests, or a similar lifestyle nearby. Connect to awesome people with great stories!