

Ad Monetization App Teardowns

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Casual

Candy Crush Saga

Overview

- Candy Crush Saga is a match-3 puzzle app with a linear, map-based progression.
- This app primarily uses rewarded ads but also includes cross-promotional ads for other apps from Candy Crush Saga developer King.

Rewarded Ads

- Before levels, players can watch an ad for a random boost.
- If players run out of moves during a level, they can watch up to three ads to earn more ([image](#)).
- Players can watch an ad to earn a life at various points during play and from the main menu.
- The Sweet Cinema feature, accessed through an events menu, allows players to watch ads for a chance to earn random boosts ([image](#)).
 - Watching an ad allows players to smash one out of nine candy blocks.
 - Five of the nine blocks award boosts, while the others have no prizes.
 - After smashing all the blocks, players can refresh their board and repeat the process.
- Occasionally, a balloon carrying a gift box appears on the map.
 - After clicking the balloon, players are given the option to watch an ad to open the gift box.
 - Gift boxes contain random boosts.

Cross-Promotional Ads

- Occasionally, a pop-up appears with an ad for another King app ([image](#)).
 - This pop-up typically appears when players return to the map after a level.

Additional Information

- See the [Candy Crush Saga gallery](#) and the [Feature Database](#) for more images and videos.



Match 3D

Overview

- Match 3D is a matching puzzle app with timed levels.
- This app uses banner ads, interstitial ads, and rewarded ads.

Banner Ads

- Banner ads are displayed at the bottom of the screen during levels.

Interstitial Ads

- Occasionally, a video ad plays after players beat or quit a level.

Rewarded Ads

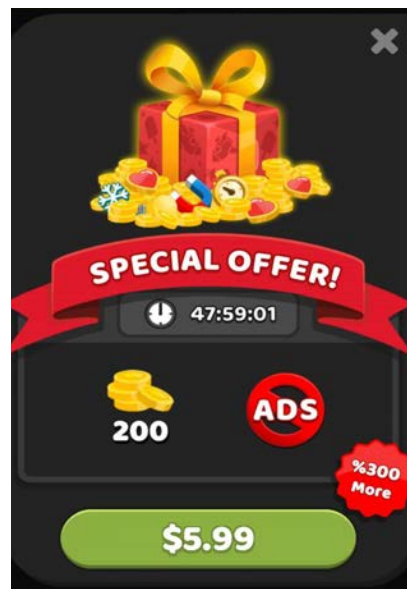
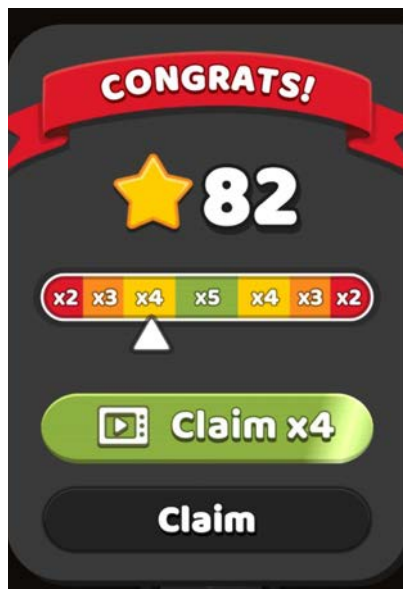
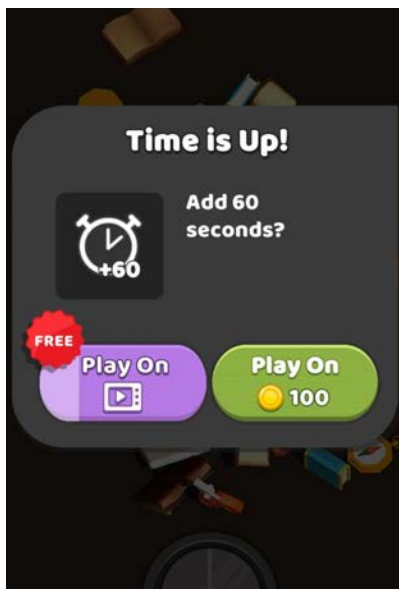
- Players can watch an ad for a bonus daily prize wheel spin.
 - Rewards include currency and various boosts.
- After failing a level, players have limited time to watch an ad to continue ([image](#)).
 - Watching an ad adds 60 seconds to the level's timer.
- After beating a level, players can tap a moving slider to determine a multiplier value ([image](#)).
 - Players watch an ad to apply the multiplier to their points.
 - Players who win a tournament feature earn an exclusive NFT, called a Pro Badge, that allows them to multiply their points without watching ads.
- Players can watch an ad to earn a life whenever they have fewer than the max.
- After opening a reward chest, players can watch an ad to earn bonus currency.
 - Reward chests are awarded at level and point milestones.
- In the store, players can watch an ad to earn a small amount of currency up to 10 times per day.
- Players can watch an ad to boost their points toward a New Year's event pass.

IAPs to Remove Ads

- Players can remove ads via an IAP that is occasionally bundled with currency ([image](#)).

Additional Information

- See the [Match 3D gallery](#) and the [Feature Database](#) for more images and videos.



Trivia Star

Overview

- Trivia Star is a trivia app with timed levels.
- Players unlock and upgrade trivia experts that can assist with questions.
- This app uses banner ads, interstitial ads, and rewarded ads.

Banner Ads

- Banner ads are displayed at the bottom of the screen during levels.

Interstitial Ads

- After beating a level, an ad plays when the player attempts to move to the next level.
- After failing a level, an ad plays when the player attempts to retry it.
- Players can skip both ads after a few seconds.

Rewarded Ads

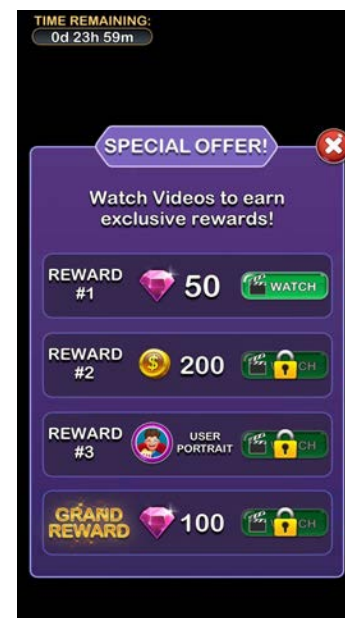
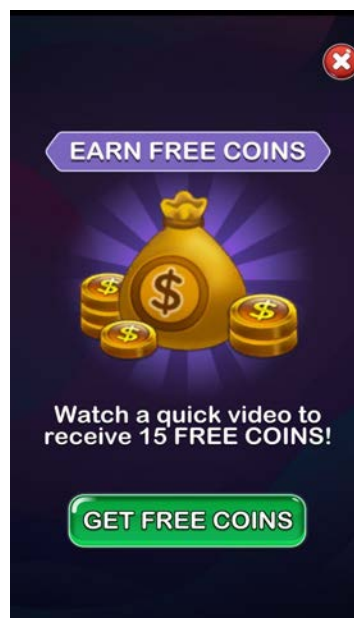
- Players can watch an ad to add a bonus to their daily reward ([image](#)).
 - Players can choose to multiply one of two rewards: currency, or points for upgrading trivia experts.
- Occasionally, a pop-up offers an ad that awards primary or premium currency ([image](#)).
 - These appear randomly, such as after completing levels or when moving to the home screen.
 - This offer can also be accessed from the menu between trivia levels.
- Occasionally, players are given a special offer to watch a series of ads that each grant a reward ([image](#)).
 - Watching an ad unlocks the next in the series.
 - Rewards include primary and premium currency and a user portrait.

IAPs to Remove Ads

- Players can remove ads via an IAP bundled with primary and premium currency.
- Players can purchase a VIP subscription that removes ads while it's active.

Additional Information

- See the [Trivia Star gallery](#) and the [Feature Database](#) for more images and videos.



Monster Legends

Overview

- Monster Legends is a simulation app with monster collection and base-building mechanics.
- Players breed and upgrade monsters that they use to fight other monsters.
- Players build structures in their base for their monsters.
- This app uses interstitial ads, rewarded ads, and an offerwall.

Interstitial Ads

- Occasionally, an ad plays when the player moves between menus or to the home screen.
- Occasionally, an ad plays when the player performs an action, such as collecting food or clearing obstacles.
- Players can skip both ads after a few seconds.

Rewarded Ads

- When logging in after a break, a pop-up rewarded ad offers players a welcome-back gift.
 - Guaranteed rewards include food and rare upgrade resources.
 - Other potential rewards include a monster, collectibles, and primary and premium currency.
- Players can watch an ad to double their daily reward of currency or food.
- Players can complete various daily challenges by watching ads.
 - Some challenges are part of limited events.
 - Some challenges award exclusive keys that open certain chests.
- During play, players can watch an ad to speed up various processes, like hatching eggs or growing food.
- Players can access a rewarded ads menu through the Monsterwood area in their base.
 - This area is modeled after a movie theater with a screen that is powered on when ads are available.
 - Players can watch up to four ads in succession, earning premium currency from each.
 - Ads reset daily.
 - Some events boost the potential rewards from Monsterwood ads, allow players to watch more per day, and offer rewards at milestones for ads watched.

Offerwall

- Players can access an offerwall through its own area in their base or the Monsterwood menu.
 - The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, and making purchases.
 - In a separate section of Monsterwood, players can complete surveys.
 - Completing offerwall tasks and surveys awards premium currency.
- During Happy Hour event periods, rewards for completing offerwall tasks or surveys are boosted.

IAPs to Remove Ads

- Buying any IAP removes interstitial ads.
 - Occasionally, a pop-up advertising this IAP appears right after an interstitial ad.

Additional Information

- See the [Monster Legends gallery](#) and the [Feature Database](#) for more images and videos.

My Singing Monsters

Overview

- My Singing Monsters is a simulation app with monster collection and base-building mechanics.
- Players breed and upgrade monsters that they use to fight other monsters.
- Players build structures for their monsters on various themed islands.
- This app uses interstitial ads, rewarded ads, an offerwall, and cross-promotional ads for other apps from My Singing Monsters developer Big Blue Bubble.

Interstitial Ads

- Occasionally, an ad plays when the player moves between menus or returns to the home screen.
 - Players can skip this ad after a few seconds.
- Occasionally, an ad plays when players switch between islands.

Rewarded Ads

- Players can watch an ad to speed up various processes, like hatching eggs or constructing buildings ([image](#)).

Offerwall

- Players can access an offerwall through the rewards tab of the store.
 - The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
 - Tasks award premium currency when complete.

Cross-Promotional Ads

- In a menu within the store, players can access links to My Singing Monsters' merchandise, spin-offs, and soundtracks, as well as Big Blue Bubble's other games ([image](#)).

IAPs to Remove Ads

- Buying any IAP removes interstitial ads.

Additional Information

- See the [My Singing Monsters gallery](#) and the [Feature Database](#) for more images and videos.



Pokémon GO

Overview

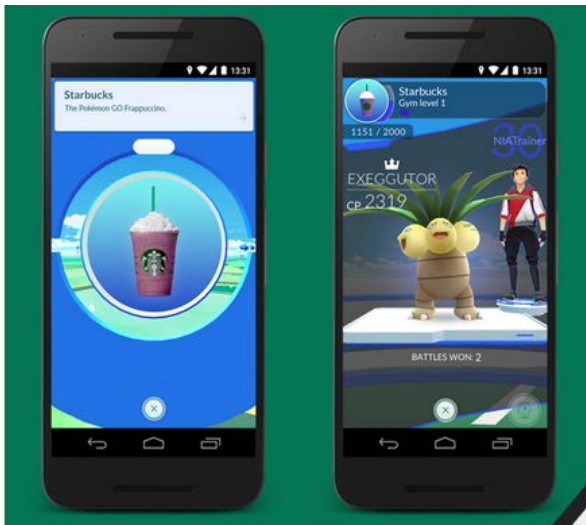
- Pokémon GO is an augmented reality app where players catch, upgrade, and battle Pokémon.
- Players collect items by visiting PokéStops and gyms—in-game locations that correspond with real-life landmarks, such as businesses, historical sites, and public parks.
- This app exclusively uses native ads for companies with which it is partnered.

Native Ads

- This app has partnered with companies such as GameStop and Starbucks, adding the chains' locations to the app in the form of PokéStops and gyms ([image](#)).
- Through its sponsored locations program, the app allows small- and medium-sized businesses to apply to have their locations added to the app.
- Gifts sponsored by third parties appear randomly on the map for players to claim ([image](#)).
 - These gifts contain random items such as Pokéballs and upgrade resources.
 - Players can opt out of receiving these gifts in the settings menu.
 - Players must be 13 or older to receive these gifts.

Additional Information

- See the [Pokémon GO gallery](#) for more images.



Yahtzee with Buddies Dice

Overview

- Yahtzee with Buddies Dice is a tabletop app with a variety of Yahtzee game modes and mini-games.
- During rounds of Yahtzee, players can use bonus rolls to reroll their dice.
- This app uses banner ads, interstitial ads, rewarded ads, and an offerwall.

Banner Ads

- Banner ads are displayed at the top of the home screen.

Interstitial Ads

- Occasionally, an ad plays between rounds of Yahtzee.

Rewarded Ads

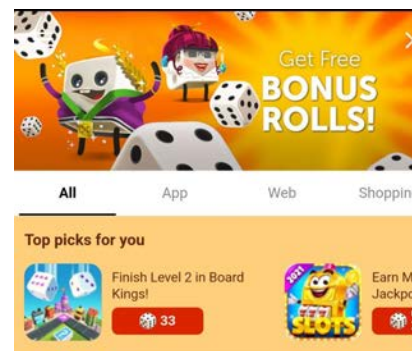
- Occasionally, an icon on the home screen appears and offers an ad for a prize wheel spin.
- After completing a scratch-off ticket, players can watch an ad to earn another ticket.
- When opening a chest, players can watch an ad to earn bonus rolls.
- When players open collectible card packs, they can watch an ad to earn a bonus card.
- In the store, players can watch ads to earn various rewards, including currency, bonus rolls, and scratch-offs ([image](#)).
- Ads for bonus rolls are offered when players attempt an action that requires more rolls than they own.
 - These offers are accompanied by offers for IAPs that also grant bonus rolls.
- In weekly tournaments, players can multiply their points earned before matches by watching ads.
 - After matches, players can watch an ad to earn bonus experience.
- In various limited-time game modes, players can watch an ad to boost their points earned.
 - In the Dice World PvE mode, players watch ads before and after matches to boost their points earned ([image](#)).
 - In a bowling game mode, players watch ads before matches to boost their points earned.

Offerwall

- Players can access an offerwall through the Free Bonus Rolls button in the store ([image](#)).
 - The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
 - Tasks award bonus rolls when complete.

Additional Information

- See the [Yahtzee with Buddies Dice gallery](#) and the [Feature Database](#) for more images and videos.



Episode - Choose Your Story

Overview

- Episode - Choose Your Story is an interactive story platform that hosts original and player-created stories.
- Players spend a reading pass to start each new chapter of a story.
 - Players earn three reading passes every four hours.
- Players progress through stories by making choices, some of which cost premium currency.
- This app uses interstitial ads, rewarded ads, and an offerwall.

Interstitial Ads

- When starting a new chapter, players are prompted to either watch an ad or spend premium currency to proceed ([image](#)).

Rewarded Ads

- Rewarded ad, offerwall, and survey offers are all found in the offers tab of the player's menu bar ([image](#)).
- Players can watch an ad to earn primary currency or speed up reading pass refills.
 - Players can watch ads to earn primary currency an unlimited number of times.
- A daily challenge awards primary currency if players watch a certain number of ads ([image](#)).

Offerwall

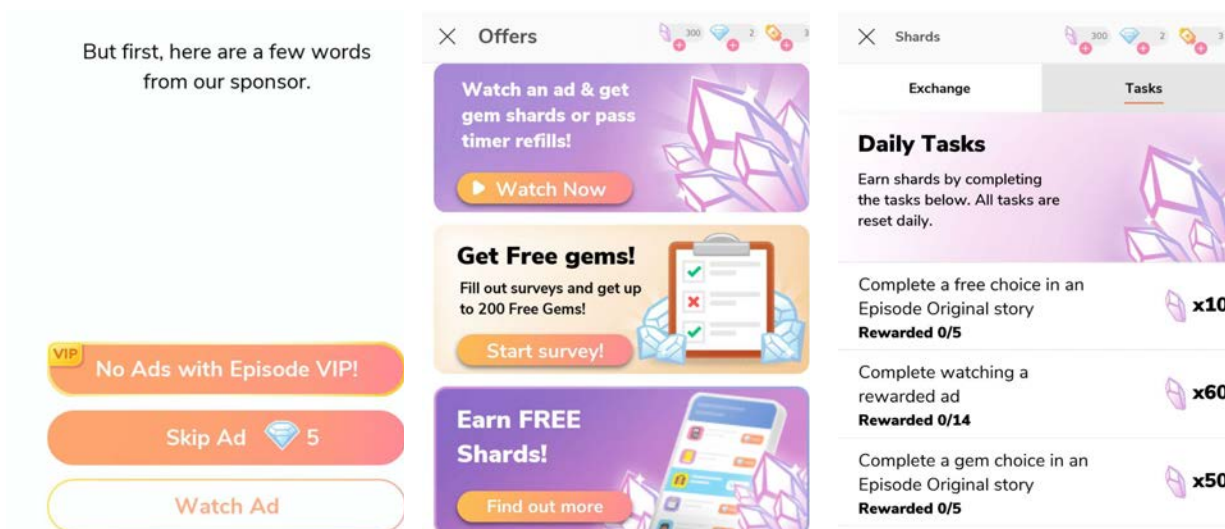
- The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, and making purchases.
- As a separate offer, players can complete surveys.
- Completing offerwall tasks awards primary currency while completing surveys awards premium currency.

IAPs to Remove Ads

- Players can buy a VIP subscription that removes interstitial ads while it's active.
 - VIP players also have unlimited reading passes.

Additional Information

- See the [Episode - Choose Your Story gallery](#) and the [Feature Database](#) for more images and videos.



Core

War Robots Multiplayer Battles

Overview

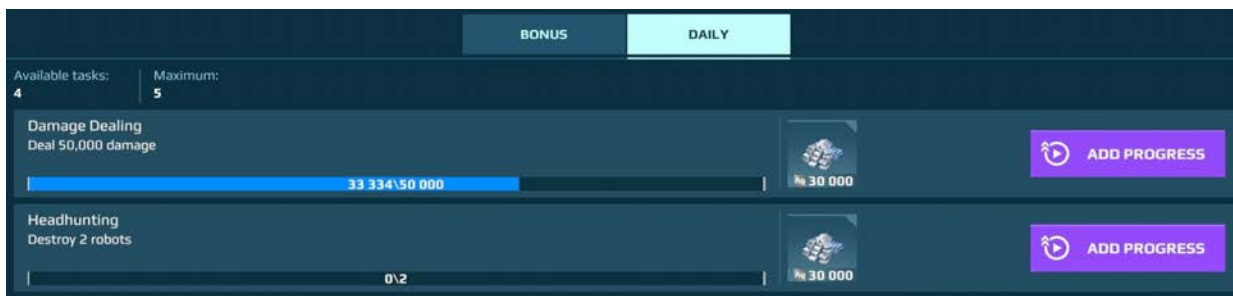
- War Robots Multiplayer Battles is a 6v6 shooter app.
- Players control several giant robots that they switch between during gameplay.
- Players spend currency to upgrade their robots.
- This app exclusively uses rewarded ads.

Rewarded Ads

- Players can watch up to three ads per day to earn more attempts at random daily rewards.
 - Rewards include primary and premium currency.
- Players can watch ads to progress through daily challenges ([image](#)).
 - Players can complete challenges by watching ads rather than completing the challenges' tasks.
 - There are also ad challenges that award premium currency for watching ads.
- After winning a match, players can watch an ad to boost their currency and experience rewards ([image](#)).
- Rewarded ads throughout the app grant a variety of rewards and bonuses:
 - Accelerated upgrades.
 - Enough battle pass experience to complete an entire pass.
 - Random cosmetics and weapons in the store.
 - Opening certain chests.
- Players can only watch a limited number of each type of rewarded ad per day, except the post-match ads, which players can watch an unlimited number of times.

Additional Information

- See the [War Robots Multiplayer Battles gallery](#) and the [Feature Database](#) for more images and videos.



Pixel Gun 3D

Overview

- Pixel Gun 3D is a PvP shooter app with a variety of team deathmatch and battle royale game modes.
- This app primarily uses rewarded ads but also includes interstitial ads.

Interstitial Ads

- Occasionally, an ad plays after players complete a match.
 - Players can skip this ad after a few seconds.

Rewarded Ads

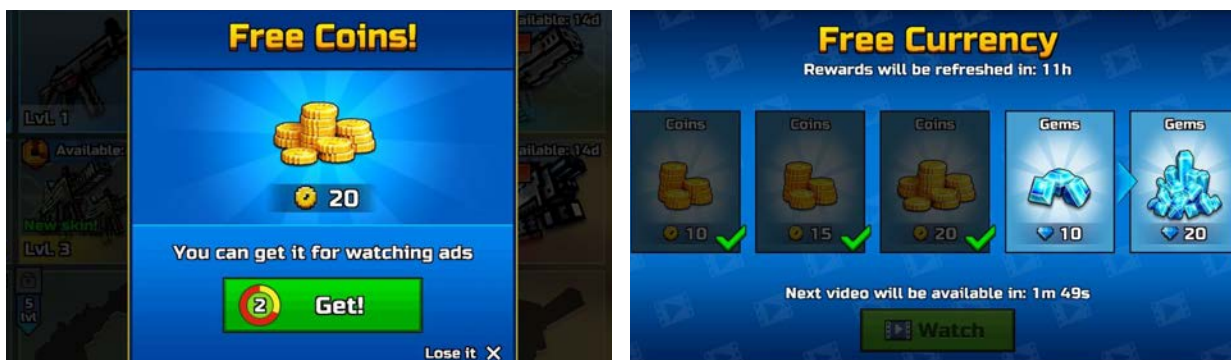
- Before watching rewarded ads, players must agree to targeted ads.
- Occasionally, when players move between menus, a pop-up offers an ad that awards currency ([image](#)).
- Occasionally, when players open the loot box menu, a pop-up offers an ad that awards keys.
 - Keys are used to open loot boxes.
- Players can watch an ad to open a certain loot box.
 - Prizes include currency, weapons, and cosmetics.
 - These ads have a five-minute cooldown.
- On the home screen, one of two reward chests allows players to watch a series of ads for progressively more valuable rewards.
 - Players can also access this offer through the store.
 - The weapon chest offers primary and premium currency and a weapon.
 - This chest has a one-minute cooldown between each ad.
 - The currency chest offers three primary currency rewards and two premium currency rewards ([image](#)).
 - This chest has a two-minute cooldown between each ad.
 - Completing one chest either unlocks the other or triggers a 12-hour cooldown period.
- As part of the Lunar New Year event, players can watch an ad for event currency.

IAPs to Remove Ads

- Buying any IAP removes ads.

Additional Information

- See the [Pixel Gun 3D gallery](#) and the [Feature Database](#) for more images and videos.



Cookie Run: Kingdom

Overview

- Cookie Run: Kingdom is an action RPG with base-building mechanics.
- This app exclusively uses rewarded ads.

Rewarded Ads

- Players can watch an ad to claim a daily reward.
 - Rewards include primary and premium currency and upgrade items.
- In the mailbox menu, players can watch up to three ads per day for rewards ([image](#)).
 - Each ad awards premium currency and upgrade items.
 - There is a 10-minute cooldown between each ad.
- Players can watch an ad to speed up various processes, like crafting items or constructing buildings, up to five times per day ([image](#)).
 - There is a 10-minute cooldown before players can watch another ad to speed up processes.

Additional Information

- See the [Cookie Run: Kingdom gallery](#) and the [Feature Database](#) for more images and videos.



Summoners War

Overview

- Summoners War is a turn-based RPG with monster collection and base-building mechanics.
 - Players summon, train, and equip monsters, and use them to fight other monsters.
- This app exclusively uses cross-promotional ads for other apps from Summoners War developer Com2uS.

Cross-Promotional Ads

- Upon logging in, a mixture of pop-ups promoting Summoners War's content and Com2uS' other apps appears ([image](#) and [image](#)).
 - A different combination of ads appears with each log-in.
 - Players can opt out of seeing individual ads for the day but can't opt out permanently.

Additional Information

- See the [Summoners War gallery](#) and the [Feature Database](#) for more images and videos.



Art of War: Legions

Overview

- Art of War: Legions is a strategy app in which players merge troops to fight in PvE battles.
- This app exclusively uses rewarded ads.

Rewarded Ads

- A daily challenge to watch an ad awards currency ([image](#)).
- After beating a level, players can watch an ad to triple their currency reward ([image](#)).

IAPs to Remove Ads

- Players can purchase the Hand of Midas subscription, which allows them to receive level completion bonuses without having to watch an ad ([image](#)).
 - This subscription also increases the multiplier to quadruple the reward.
 - This effect can be used up to 60 times per day.

Additional Information

- See the [Art of War: Legions](#) gallery and the [Feature Database](#) for more images and videos.



WWE SuperCard

Overview

- WWE SuperCard is a card battler in which players collect and build teams of WWE wrestlers.
- Players spend energy to play a variety of PvE and PvP game modes.
- After matches, players earn draft picks that allow them to randomly choose new cards.
- This app uses rewarded ads and an offerwall.

Rewarded Ads

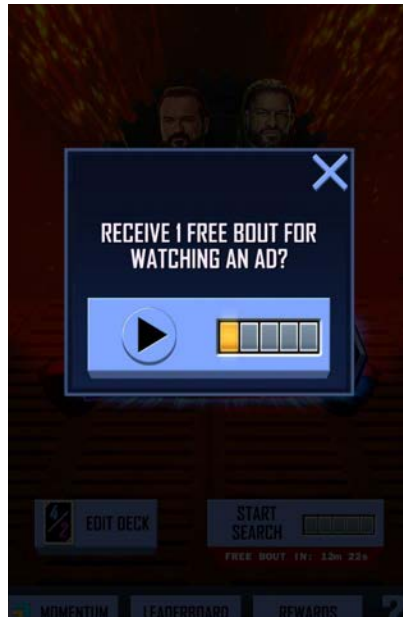
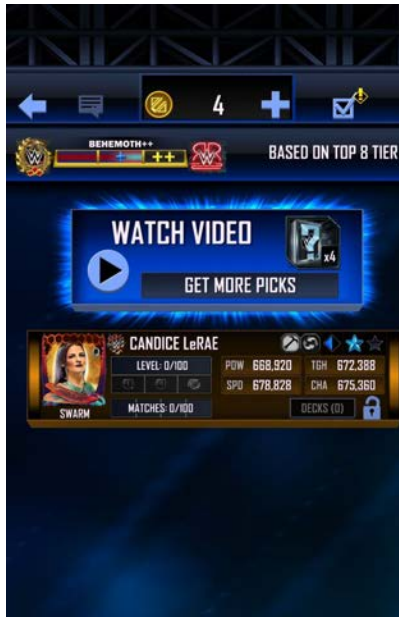
- After players make their draft picks, they can watch an ad to earn four more picks ([image](#)).
 - Players can only do this once per match.
- If players run out of energy, they can watch an ad to earn one energy ([image](#)).
 - Some game modes have their own pool of energy that refills at different rates.
- In the store, players can claim two prize bundles per day ([image](#)).
 - The first bundle is free.
 - The second requires players to watch an ad.
 - Bundles contain primary and premium currency and cards.

Offerwall

- Players can access an offerwall through the store.
 - The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
 - Tasks award premium currency when complete.

Additional Information

- See the [WWE SuperCard gallery](#) and the [Feature Database](#) for more images and videos.



Casino

Cash Frenzy

Overview

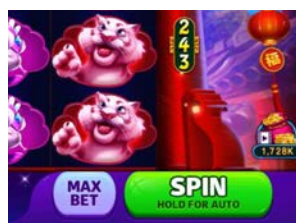
- Cash Frenzy is a slots casino app with a variety of themed slot machines, game modes, mission-based progression, and collectibles.
- In the Build Your Dreams game mode, players collect depots that are used to build and upgrade structures.
- In the Challenge Zone event, players participate in different game modes with unique mechanics.
 - Completing objectives in these game modes awards unique tokens that can be redeemed for stamps, depots, coupons, and premium currency.
- This app exclusively uses rewarded ads.

Rewarded Ads

- When players log in or exit a menu, a pop-up occasionally offers an ad that awards currency ([image](#)).
- During slots play, an icon on the side of the screen offers an ad that awards currency ([image](#)).
 - When players complete the offer, a new offer replaces it.
- Players can access a rewarded ads mini-game via the Watch & Win menu at the bottom of the home screen ([image](#)).
 - Players watch an ad, then spin a prize wheel for a random reward.
 - The first spin doesn't require players to watch an ad.
 - Rewards include primary and premium currency, depots, and collectibles.
 - Players can watch these ads up to 10 times per day.
- Players earn rewards at milestones for watching a certain number of ads that include currency, depots, and boosts.
- After completing a scratch card, players can watch an ad to earn another scratch card.
 - Players receive this offer for both the blue and red scratch cards, with the latter offering higher currency rewards.
 - Players can watch ads to earn blue scratch cards every 15 minutes.
 - Players can watch ads to earn red scratch cards every three hours.
- After completing five red scratch cards, players unlock a spin on a mini-stepper machine.
 - Players can watch an ad for a second spin.
- The app offers a number of rewarded ads that occasionally appear in various menus:
 - An icon offering an ad that awards a stamp pack appears in the stamp collection menu.
 - An icon offering an ad that awards rare depots appears in the Build Your Dreams menu.
 - An icon offering an ad that grants various rewards appears in the menus of Challenge Zone game modes.

Additional Information

- See the [Cash Frenzy gallery](#) and the [Feature Database](#) for more images and videos.



Lotsa Slots

Overview

- Lotsa Slots is a slots casino app with a variety of themed slot machines, mission-based progression, and collectibles.
- This app exclusively uses rewarded ads.

Rewarded Ads

- Players can watch an ad to earn an extra daily prize wheel spin.
- When players log in or exit a menu, a pop-up occasionally offers an ad that awards currency.
- During slots play, an icon on the side of the screen occasionally offers an ad that awards currency.
 - Players have a limited amount of time to claim this offer.
- When players level up, they can watch an ad to double their currency reward ([image](#)).
 - Players have a limited amount of time to claim this offer.
- After completing a mission, players can watch an ad to multiply their currency and point rewards ([image](#)).
 - Players tap a moving slider to determine the multiplier value.
- Players can access a mini-game via the Ad Bonus menu at the bottom of the home screen.
 - Players watch an ad, then spin a prize wheel for a random reward.
 - The first spin does not require players to watch an ad.
 - Players can repeat this up to 10 times per day.
 - Players also earn rewards at milestones for watching a certain number of ads.

Additional Information

- See the [Lotsa Slots gallery](#) and the [Feature Database](#) for more images and videos.



Jackpot World

Overview

- Jackpot World is a slots casino app with a variety of themed slot machines, game modes, mission-based progression, and collectibles.
- This app exclusively uses rewarded ads.

Rewarded Ads

- Players can watch an ad to earn an extra attempt at a daily dice roll that awards currency ([image](#)).
 - When players accept the offer, they are offered another ad that awards currency.
- When players return to the home screen, a pop-up occasionally offers an ad that awards currency ([image](#)).
- During slots play, an icon on the side of the screen offers an ad that awards currency.
 - When players complete the offer, a new offer replaces it.
- When players level up, they can watch an ad to double their currency reward.
- Players can watch an ad via the free coins icon on the home screen that awards primary or premium currency.
 - Players can repeat this an unlimited number of times.
- Players can claim free currency in the Jackpot World Rewards menu ([image](#)).
 - After claiming the free reward, players can watch an ad to earn more free currency.
 - There is a 15-minute cooldown before players can repeat this process.
- Players earn rewards at milestones for watching a certain number of ads.
 - Rewards include boosts, currency, collectibles, and 24 hours of no pop-up ads.

IAPs to Remove Ads

- Buying any IAP removes pop-up ads.

Additional Information

- See the [Jackpot World gallery](#) and the [Feature Database](#) for more images.



myKONAMI

Overview

- myKONAMI is a slots casino app with a variety of themed slot machines, PvP tournaments, and collectibles.
- This app exclusively uses native ads for companies with which it is partnered.

Native Ads

- Players can access real-life offers from the app's partners via the rewards tab on the home screen ([image](#) and [image](#))
 - Players spin slots to fill a meter that awards loyalty points.
 - Players spend loyalty points to redeem offers from numerous partner companies.
 - Offers include discounts or credits toward a variety of goods and services ranging from cruises to fast food.

Additional Information

- See the [myKONAMI](#) gallery and the [Feature Database](#) for more images.



Pokerist

Overview

- Pokerist is a casino app that includes multiple variations of poker and card games, dice games, slot machines, roulette, and sports betting.
- This app uses rewarded ads and an offerwall.

Rewarded Ads

- When players log in, a banner on the home screen allows players to trigger a rewarded ad.
 - Rewards include scratch cards and primary and premium currency.
 - This offer disappears when players complete it but reappears randomly.
- Players can watch an ad for an extra daily currency reward.
- A daily challenge to watch an ad awards currency when complete.
- Players can watch an ad to earn a scratch card once per day.
- In the store, players can watch ads to earn currency ([image](#)).
 - This offer is also accessible via the news menu.
 - Players can watch up to five ads, with progressively smaller rewards.
 - These ads reset daily.
- When players leave a table, they can watch an ad to double their currency winnings ([image](#)).
- When players leave a slot machine, they can watch an ad to earn bonus currency.
 - If players lost currency, they can watch an ad to earn a full refund.
- At certain reward tiers of the free battle pass, players must watch an ad to claim the reward.
 - This cost is in addition to the points needed to progress to that tier.
 - Players can also watch an ad once per day to earn battle pass points.

Offerwall

- Players can access an offerwall through a banner in the store or the news menu.
 - The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
 - Tasks award currency when complete.

Additional Information

- See the [Pokerist gallery](#) and the [Feature Database](#) for more images and videos.



Coin Dozer: Casino

Overview

- Coin Dozer: Casino is a coin pusher app with a slots mini-game and collection mechanics.
 - The main gameplay occurs on the home screen where players place currency and prizes on a coin pusher machine.
 - When prizes fall off the edge of the machine, players claim them.
- This app uses banner ads, interstitial ads, rewarded ads, and an offerwall.

Banner Ads

- Banner ads are displayed at the bottom of the home screen.

Interstitial Ads

- When players log in, a pop-up presents them with a link to either an IAP or the offerwall.
 - Occasionally, an ad plays when players exit this pop-up.
- Occasionally, an ad plays when players return to the app after switching to other apps.

Rewarded Ads

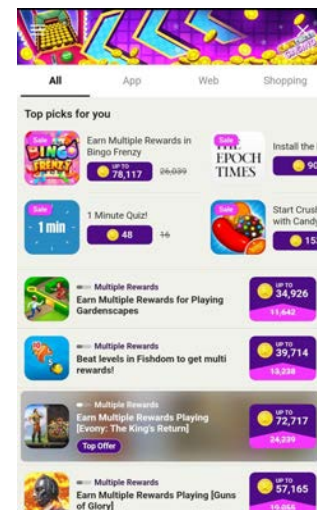
- Players can watch ads to earn up to three extra daily prize wheel spins.
 - Rewards include primary and premium currency, quest tokens, and bonus spins.
- Occasionally, after claiming a prize, players are offered an ad that doubles their currency ([image](#)).
- Occasionally, an icon to watch an ad appears on the home screen ([image](#)).
 - Each of these offers has a different reward that is advertised in the icon.
 - Rewards include boosts, currency, and collectibles.
 - After players complete an offer, a new one takes its place.
- In the collectibles menu, players can watch an ad to add collectibles to the coin pusher.

Offerwall

- Aside from the log-in pop-up, the offerwall can also be accessed through the store ([image](#)).
- Occasionally, an icon advertising the offerwall will appear on the home screen.
- There are separate offerwalls that award primary and premium currency.
- Both offerwalls include a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
- Completing tasks in either offerwall awards currency.

Additional Information

- See the [Coin Dozer: Casino gallery](#) and the [Feature Database](#) for more images.



Racing & Sports

8 Ball Pool

Overview

- 8 Ball Pool is a PvP pool app where players bet currency to compete at various pool tables.
- This app uses rewarded ads, an offerwall, and cross-promotional ads for other apps from 8 Ball Pool developer Miniclip.

Rewarded Ads

- Through the Free Coins menu in the store, players can watch ads to earn primary and premium currency ([image](#)).
 - This menu can also be accessed via the Free Rewards tab at the top of the home screen.
 - Players can watch ads for primary currency an unlimited number of times.
 - Players can watch an ad for premium currency once per day.
 - The offerwall is also included in this menu.

Offerwall

- The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
- Tasks award currency when complete.

Cross-Promotional Ads

- When players open the inbox menu on the home screen, they can cycle through pop-ups for Miniclip's other apps ([image](#)).

Additional Information

- See the [8 Ball Pool gallery](#) and the [Feature Database](#) for more images and videos.



Golf Rival

Overview

- Golf Rival is a PvP golf app with various game modes and collectible golf balls and clubs.
- This app exclusively uses rewarded ads.

Rewarded Ads

- Players can watch an ad to double their daily currency reward.
 - This reward can be either primary or premium currency.
- Occasionally, after opening a chest, players can watch an ad to earn a bonus reward ([image](#)).
 - Chest rewards include currency, clubs, and golf balls.
- Occasionally, after winning a match, players receive a timed chest that can be sped up by watching an ad ([image](#)).
 - Players can repeatedly watch ads until the chest is opened.
 - Normal chests cannot be sped up with ads.
- Players can access a series of rewarded ads via the free rewards menu on the home screen ([image](#)).
 - Players can claim the initial currency without watching an ad.
 - Players start with one ad unlocked and unlock more with each ad they watch, up to four.
 - Rewards include primary and premium currency and a chest.
 - Completing all ads triggers a one-hour cooldown period.

Additional Information

- See the [Golf Rival gallery](#) and the [Feature Database](#) for more images and videos.



Madden NFL 23 Mobile Football

Overview

- Madden NFL 23 Mobile Football is a football app with card collection mechanics.
 - Players create teams using NFL player cards and play both PvE and PvP football matches.
- This app uses native ads, rewarded ads, and an offerwall.

Native Ads

- When players log in, a pop-up appears advertising sponsored events alongside Madden NFL 23 Mobile Football news.
- Players can access sponsored events through an events menu ([image](#)).
- For the Nerdwallet Smart Game-Time Decisions event, players complete football missions that unlock on a timer.
 - Completing missions awards Nerdwallet packs that contain event energy and premium currency.
- For the Gatorade Road to the Dunk event, players complete football missions that unlock on a timer.
 - Completing missions awards Gatorade packs that contain Gatorade bottles.
 - Players can exchange five Gatorade bottles for an exclusive rare player.

Rewarded Ads

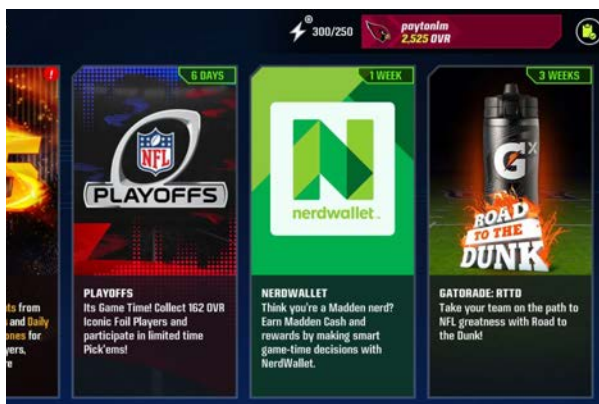
- Completing a daily challenge to watch three ads awards battle pass points.
- Occasionally, an icon on the home screen offers an ad that awards premium currency.
 - After completing this offer, the icon links to the offerwall.
- In the store, players can watch ads to earn currency and player card packs ([image](#)).
 - The currency pack and Pro Pack reset daily.
 - The All-Pro Pack resets weekly.
- Players can watch an ad to earn event energy once per day.

Offerwall

- Players can access an offerwall through the Earn Cash icon on the home screen.
- The offerwall offers a mix of external tasks, such as installing apps, reaching level or point milestones, completing surveys, and making purchases.
- Tasks award currency when complete.

Additional Information

- See the [Madden NFL 23 Mobile Football gallery](#) and the [Feature Database](#) for more images and videos.



Asphalt 9: Legends

Overview

- Asphalt 9: Legends is a racing app with PvE and PvP races.
 - Players collect and upgrade their cars using blueprints and parts.
- This app uses interstitial ads and rewarded ads.

Interstitial Ads

- Occasionally, an ad plays after players complete a race.
 - Players can skip this ad after a few seconds.

Rewarded Ads

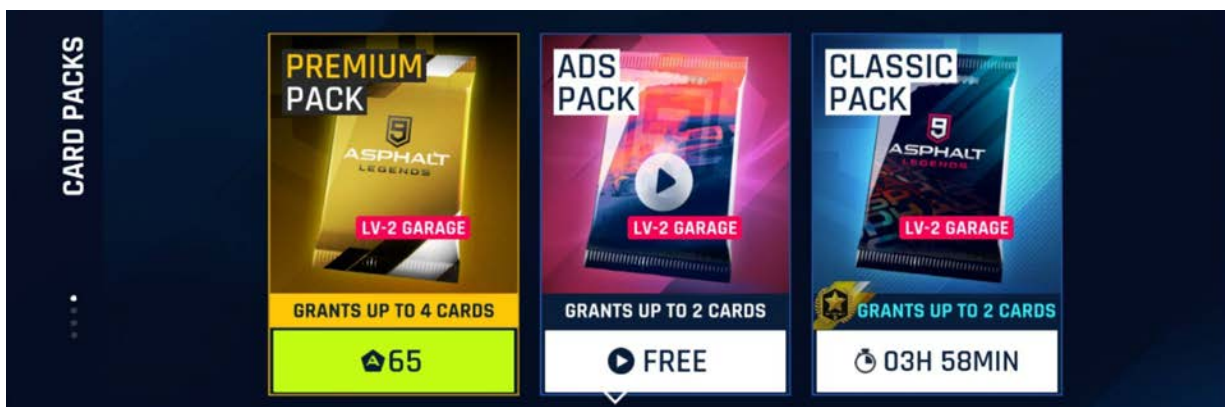
- Occasionally, after completing a race, players can watch an ad to triple their currency ([image](#)).
- Players can watch ads to speed up car refuels.
- In the store, players can watch unlimited ads to earn card packs ([image](#)).
 - Pack rewards include blueprints, parts, and primary and premium currency.

IAPs to Remove Ads

- Players can remove interstitial ads via an IAP.
 - This IAP is bundled with primary and premium currency.
 - Occasionally, a pop-up advertising this IAP appears right after an interstitial ad.

Additional Information

- See the [Asphalt 9: Legends gallery](#) and the [Feature Database](#) for more images and videos.



CSR 2

Overview

- CSR 2 is a racing app with PvE and PvP races.
- This app exclusively uses rewarded ads.

Rewarded Ads

- After losing a daily PvE race, players can watch an ad to trigger a rematch ([image](#)).
- When players are running low on fuel, a pop-up offering an ad that awards more fuel appears ([image](#)).
 - Players can repeat this an unlimited number of times.
 - Players can also access this offer through the fuel menu.
- Players can watch an ad to speed up upgrades.

Additional Information

- See the [CSR 2 gallery](#) and the [Feature Database](#) for more images.

