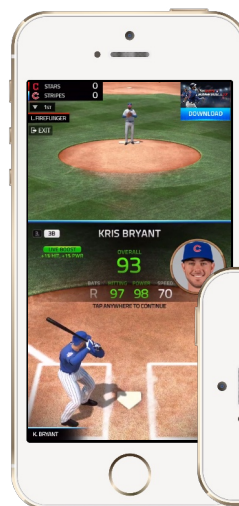


## Who is AppOnboard?

AppOnboard is an app demo platform whose technology allows users to **instantly experience an app or game without a download**. AppOnboard's technology, tools, and insights empower developers by enabling the creation of the highest quality demos and unlocking insights that improve app experiences, discovery, and **monetization**.

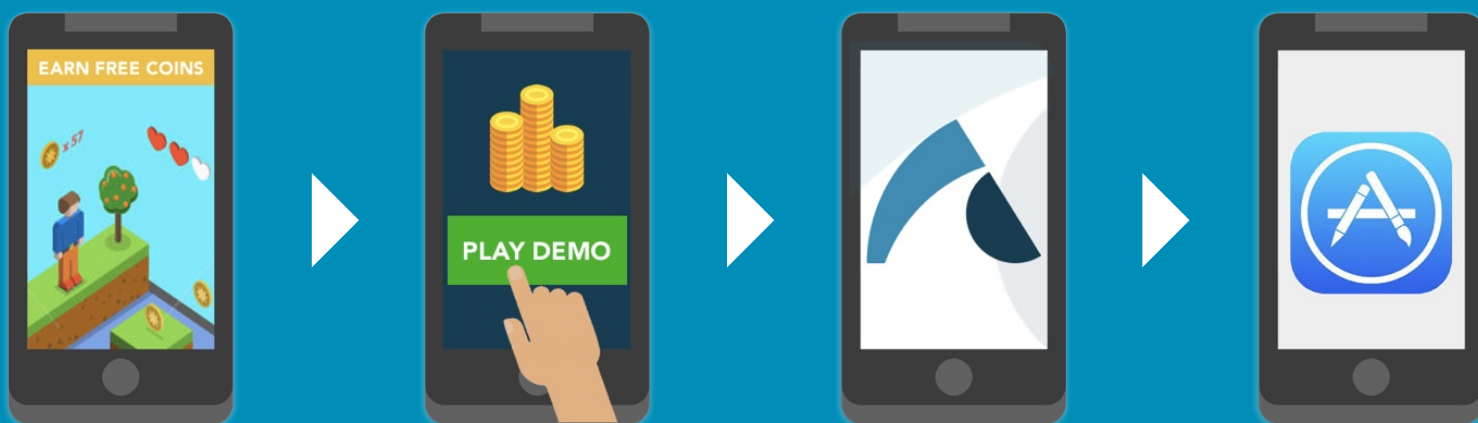


Trusted by Top Publishers



## How to Integrate Full-Fidelity Demos into Your App or Game

Full-Fidelity Demos can be integrated into a variety of zones, such as interstitial and rewarded. **We highly recommend creating a “Rewarded Demo” zone for the best user experience and to maximize performance and publisher revenue.** A Rewarded Demo zone is an opt-in integration that allows users to **interact with app demos to earn rewards**, such as power-ups, in-game items and spendable credits. It also gives the user a heads up that they will be entering an interactive experience (e.g. “Play Demo”).



## Benefits of Monetizing with AppOnboard:

- ✓ Premium demos served via lightweight SDK
- ✓ Industry-leading fill rates and eCPMs
- ✓ Insight revenue vs. conversion revenue
- ✓ Next-gen solutions (e.g. cross-promotional demos)

## Integration Options for Publishers

Currently, our Full-Fidelity Demos and Chronological Heat Maps are supported through direct SDK integration, as well as a MoPub adaptor.



Native SDK



Unity/Cocos Plugins



MoPub Adaptor

## Monetization Case Study: Animoca Brands' *Crazy Kings*

AppOnboard partnered with Animoca Brands to launch the company's first Rewarded Demo zone in the hit tower defense game, *Crazy Kings*.

The dedicated zone, which both companies agreed would enhance the user experience, resulted in a 167% increase in publisher eCPM when compared to previous performance in the game's rewarded video waterfall. [Click here](#) to read more about this case study!



## Global Publishers Monetizing with Rewarded Demos

