

## Case Study: King.com (2011)

Growing virtual economy revenues using ad-funded payments



### STRATEGY

King.com is the largest skill gaming portal in the world with 150+ games titles. In addition to its freemium business model that involves monetization via micro-transactions from users as well as advertising, King.com has a virtual economy where players use the currency 'Stars'. Stars enable users to add items to their profile page and allow non-paying users to upgrade to premium features or participate in games that are otherwise exclusively for paying players.

King.com chose to experiment with ad-funded payments by introducing SponsorPay and six other offer providers in its Star Economy.

### RESULTS

- 50% increase in virtual economy revenues for King.com
- Zero cannibalization of direct payment methods
- SponsorPay delivered greater revenues than the six other monetization platforms

*"SponsorPay's performance was phenomenal. We were amazed by the tremendous jump in revenues and look forward to a successful partnership."*

- Alex Norström, Chief Business Development Officer at King.com