

CASE STUDY: DRAG RACING

Drag Racing from Creative Mobile has seen more than **34 million downloads** and is one of the highest grossing Android apps of all time



OFFERS DELIVER **1.5X-2X** IAP REVENUES

STRATEGY

SponsorPay's Offer Feed and Offer Banners enable players of Drag Racing to earn Respect Points. The custom integration ensures a **high quality user experience** and **optimal conversion**.

RESULTS

Offers deliver **1.5 to 2 times the revenue** of in-app purchases (IAP), helping propel Drag Racing to becoming one of the most successful Android apps ever.

*"SponsorPay's powerful mobile product has sparked **significant revenue growth** for us in the US and also opened up new markets in Europe & Asia."*

VLADIMIR FUNTIKOV - CEO & CO-FOUNDER, CREATIVE MOBILE