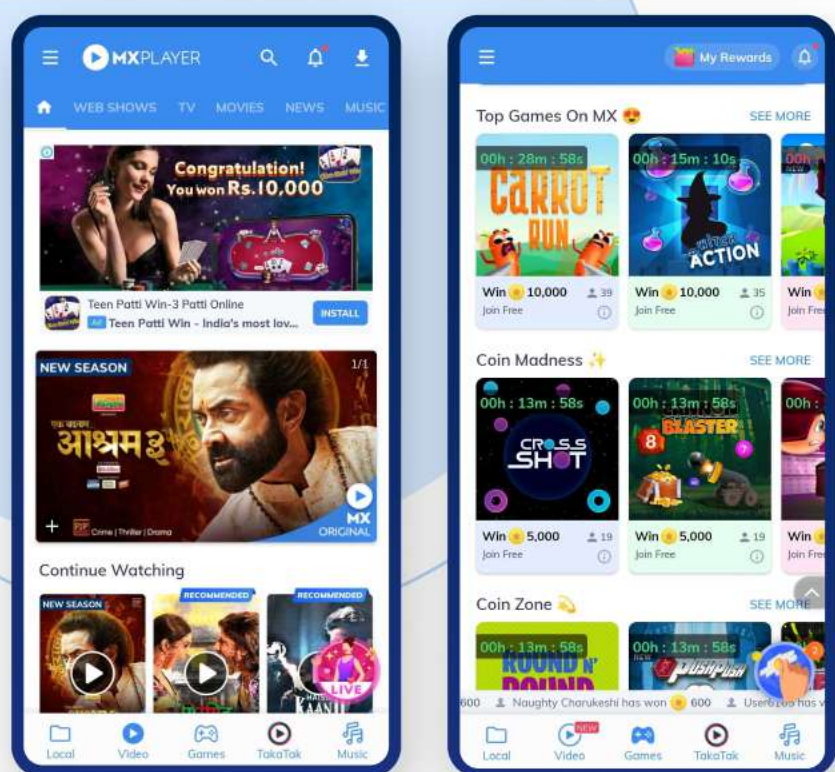


# Gamezop doubles user engagement on MX Player

## Challenge

### Boost user engagement

MX Player operates in a highly competitive space with multiple local and global competitors. They wanted to significantly increase time spent on their product.



## Solution

### Add content beyond movies & TV shows

MX Player partnered with Gamezop to bring high-quality casual games for its users, with the realization that a large majority of their users are casual gamers too.

## Results

### 2X user engagement after adding games

MX Player saw that users who engaged with games as well as video content spent 2X time on their product vis-à-vis users who engaged only with videos.

Overall, Gamezop drove over 800Mn minutes of engagement on MX Player in a year through games.



“

Gaming on MX Player emerges as a runaway hit for the platform, with a big jump of 25Mn monthly active gaming users and engagement north of 70 minutes per day!

”



## Why Games



Games engage 3.4Bn people worldwide, generating more cash than music and movies combined



Revenue from gaming is growing exponentially and is projected to reach USD 338Bn by 2030



Popular apps from across verticals now have gaming as a feature to bite into the multibillion-dollar pie

## Gamezop Advantage

### Takes 30 mins

Add games, quizzes, news, or astrology to your product in 30 minutes – grow ad revenue and retention by 40%



### Seamless

Your users can engage with our content within your product – there is no need to install any other app



### Easy extra revenue

All our content have ads – 50% of the ad revenue we generate from your users is shared with you every month



### (Really) High eCPMs

Our eCPMs are higher than those of rewarded video ads – you can track earnings on real time revenue dashboard



Gamezop is a plug-and-play solution for publishers to engage their users and generate additional revenue. With Gamezop, publishers can use content – games, quizzes, news, and astrology – to engage users and drive revenue. Gamezop is trusted by over 5,000 publishers from 70 countries. These publishers include Amazon, Paytm, Samsung Internet, Tata Play, Snap, AccuWeather, Gulf News, and Branch Metrics.

Start monetizing with Gamezop in 30 minutes. Please visit [business.gamezop.com](https://business.gamezop.com) or write to us at [partnerships@gamezop.com](mailto:partnerships@gamezop.com)

