Unity: Öffentlicher Newsletter mit Kennzahlen aus der Uken-Fallstudie vom 5. Januar 2023

Archivierte Textfassung: Pressemitteilung. Inhalt aus der damaligen Pressezustellung, neu gesetztes PDF ohne private Kontaktdaten.

Whether it·s transforming a classic casino game, a TV trivia show into an entertaining mobile experience, or adding AR into their popular pool game, Uken has used Unity to create exceptional experiences. Mobile games like Jeopardy! World Tour, Kings of Pool, and Bingo Pop have thrilled millions of players, and they·ve used Unity Ads to translate that to business success. Unity·s partnership with Uken is helping them align their monetization strategy with their core values. Since partnering with Unity Ads, the results have spoken for themselves: 15% increase over baseline in engagement (sessions) 7% lift on retention Crash rate dropped to near zero (less than one percent compared to previously as high as 5%) Read all about Unity and Uken·s partnership and other studios· monetization success stories here .