



PHUSION FOR AUDIENCE MONETIZATION

MISSION: IMPOSSIBLE - ROGUE NATION



FORMAT

Phusion™

PLACEMENT

Ubisoft *Trials Frontier* and Digital Tales *SBK15*



SUMMARY

Like most game developers, Ubisoft and Digital Tales wanted to make the most of the monetization opportunities within their apps while keeping users happy and protecting their gaming experience. Both developers found an exciting new approach by partnering with Phunware on unique native app integrations featuring the internationally renowned *Mission: Impossible* brand.

Working with Paramount Pictures International and MEC, Phunware created a unique Phusion campaign to support the global launch of the film *Mission: Impossible - Rogue Nation* with exclusive high-octane gameplay supported by an extensive campaign of video ads and other mobile marketing tactics. Ubisoft and Digital Tales enjoyed the visibility of working with a huge entertainment brand and massive user engagement—as well as impressive additional revenue.

CHALLENGE

Ubisoft's *Trials Frontier* and Digital Tales' *SBK15* are strong brands with millions of active monthly users. Neither developer wished to compromise its exciting biking / action-based user experience with intrusive advertising, which can create unnecessary friction and even drive gamers away.



SOLUTION

Through its proprietary Phusion™ solution, the Phunware team created custom levels in both *Trials Frontier* and *SBK15*—featuring the characters, music, look and feel of *Mission: Impossible - Rogue Nation*. Users experienced the adrenaline rush and high-speed scenarios of *Mission: Impossible* within their game of choice. The campaign was supported by branded intro and load screens, logo placements and more than 16.7 million push notifications, as well as video trailers in both apps and across the Phunware mobile monetization network.

For Ubisoft and Digital Tales, the *Mission: Impossible - Rogue Nation* campaign drove more than 12.6 million combined Phusion gameplay engagements. At the same time, the video campaign saw a 6.65% click-through rate (CTR) across the entire Phunware network, and both developers enjoyed cost-per-thousand impression (CPM) rates 100-500% higher than the industry average at the time. The campaign was also featured in the Apple App Store, helping drive organic installs.

DEVELOPER BENEFITS

- 12.6M combined gameplay engagements
- CPMs 100-500% higher than average
- 16.7M push notifications delivered
- 6.65% CTR across entire campaign
- Big movie brand credibility
- Minimal user friction through unique native integration and seamless app flow
- Featured in the Apple App Store



GET STARTED TODAY!

[MONETIZE.PHUNWARE.COM](https://monetize.phunware.com)

audiencemonetization@phunware.com | 855.521.8485