



First-mover
advantage on the
Windows platform



AE Mobile is on a mission to deliver “fun games for you anywhere and everywhere.” Founded in 2010 in Boston, AE Mobile develops and publishes mobile game apps across Windows, iOS, and Android.

The fast growing company now boasts a team of 120 developers across six studios in the U.S. and China, and the company also helps outside developers publish and promote their apps. All-together, AE Mobile has a portfolio of more than 85 gaming apps published globally on Windows, which generate over 100 million app downloads per year across phones, tablets, and PCs.

Exploring new markets

AE Mobile discovered the Android marketplace to be a very competitive and crowded space that didn't offer much distinction for quality apps like theirs. So the company decided to focus on a new market, Windows Phone.

“We were excited about the opportunity of a new ecosystem. We trust Microsoft. We like Microsoft a lot. We believe Windows Phone will be successful.”

– Lei Shen, AE Mobile

Maximizing game play time, monetizing with ads

Advertising generates over 50% of revenue for AE mobile, so the company is very thoughtful when integrating ads.

“You need to make a balance so that the ads don't interfere with the game play too much. Don't overload it with ads. The most important metric is game play time – if they stick around and keep playing, you'll have a good business.”

– Lei Shen, AE Mobile

The company uses ad mediation to maximize fill rate among a handful of select ad solutions. Good partners are hard to find, so once AE Mobile finds one, it sticks with that partner for a long time.

"Microsoft Advertising gets first chair. Based on my tests, Microsoft has the highest CPM, and is a trustworthy and predictable partner. And the year-to-year comparisons are great. Last Christmas was the best ever for monetization."

– Lei Shen, AE Mobile

Building for Windows 10

"We think it's a great opportunity. Windows is a platform worth going to. You can make your investment back, and it will only get better as market share increases."

– Lei Shen, AE Mobile

Find out how AE mobile can help you publish your app on the Windows Platform:

partner@ae-mobile.com



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