



Business Results

- An average of **90,000** interactions with the toolbar per month
- Over **320,000** users installed the app from the Conduit App Marketplace upon its launch
- Over **4 million** unique active users
- Over **8.5 million** daily interactions with the app
- A **50% increase** in game time for players accessing the Mochi site via the toolbar

"Typically, we have to pull users to a website. We're not where they are every day. With our Conduit-powered app, users see our logo and games and get access to our games instantly."

Ryan Nichols
Mochi Media VP Product

Mochi Media Extends its Reach and Gains Millions of New Gamers

Who is Mochi Media?

Mochi Media is a massive online gaming network, boasting over 20,000 online games and more than 140 million players. They recently launched the Mochigames app and Community Toolbar.

The Challenge

In today's highly competitive online gaming industry, it is difficult to attract and retain players. Mochi Media needed a distribution strategy to reach new gamers, as well as turn occasional users into loyal players.

Mochi Media's Conduit-Powered Offering

Conduit and Mochi Media joined forces to push the creative and technical boundaries with one very clear goal in mind: To deliver a more engaging gaming experience for users via a toolbar and browser app.

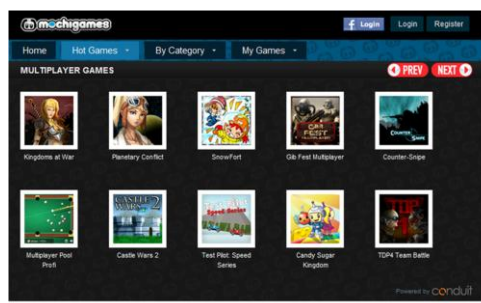
The Mochigames toolbar provides users with full gaming functionality directly from their browsers, wherever they are on the Web.

It features personalization options, login functionality, account access, integrated stats tracking, and more.

In addition, by distributing the Mochigames app in the Conduit App Marketplace, Mochi Media was able to leverage the power of Conduit's massive network and expand the reach of their content, exposing it to 250 million users and 260,000 publishers.

Results Achieved with Conduit

Since the app's creation, there have been over 8.5 million daily interactions with the Mochigames app, keeping Mochi Media's users engaged with their content beyond the scope of their website.



Mochigames App & Community Toolbar

