

## Case Study: Games2Win

Games2Win Finds Winning Ad Solution for Kindle Apps in Amazon Mobile Ads API with up to \$2.87 eCPM



### Search for Kindle Apps Ad Solution

Games2Win always believed their ad revenue from their Kindle Apps could do better. Just like many mobile game developers relying on advertising for a significant portion of its revenue, they continually evaluate the performance of its ad networks.

### Amazon Mobile Ads API Trial

Games2Win decided to try the Amazon Mobile Ads API after its release. The plan was to test its performance in one of their mid-size Kindle Fire apps. Eventually, they would expand the Amazon Mobile Ads API to other flagship games such as *Parking Frenzy* and *Dating Frenzy* if the results proved positive.

### Strong Performance and Broad Deployment on Android

Amazon delivered \$1.25 eCPM which was 733% better than any other ad network they had tested previously. Games2Win immediately started integrating the Amazon Mobile Ads API across their catalog. *Dating Frenzy* achieved similar results, proving the initial success was no fluke. *Parking Frenzy* rose to \$1.85 eCPM, and *Perfect Date* hit an all-time high of \$2.87 eCPM.\* Games2Win was pleasantly surprised, to say the least.

### Recipe for Success

Games2Win shares the following best practices with other developers based on their experience.

Incorporate ads in to the app early in the design phase. “Integrate the ads into the game early on. Don’t rely on using the pre-provided demo app to prove that ads work,” says Kamalakannan Jothi, Head of Games Technology. “Depending on the platform you are developing on, understand how its plugins are integrated. This makes any debugging much easier.” Games2Win creates its games using Adobe AIR and Unity3D.

Jothi also recommends calling the Amazon Mobile Ad Network first to take advantage of the high eCPM then using a mediation layer to call other third-party ad networks afterwards. Take advantage of open source and commercial plug-ins when possible to avoid having to roll your own.

*“The \$2.87 eCPM we saw through Amazon far exceeded our expectation. Now we’re racing to get Amazon integrated in all of our apps across all Android stores.”*

— Mahesh Khambadkone,  
Co-Founder of Games2Win



### About Games2Win

Games2Win (g2w) is a casual games company that has clocked 35 million downloads across all mobile stores in just one year.

<http://www.games2win.com/en/>

\* Performance may vary by app.