

# Driving User Experience with Ads: Cie Games' *Racing Rivals*

Cie Games is an award-winning independent developer and publisher of top mobile and social games. Over the last 13 years, Cie Games has entertained more than 95 million players by leveraging its expertise in the racing game genre. Fyber is the ad monetization solution of choice for all of Cie Games' mobile titles, including their player-vs-player drag racing hit *Racing Rivals*. This fast-paced game pits real players against each other, and allows them to build winning race cars through tuning and purchasable upgrades.

## Provide meaningful ad experiences

*Racing Rivals* utilizes a mix of rewarded ad formats to complement revenues from in-app purchases. Rewarded ad formats, which allow players to unlock premium content, are prominently placed in the app, and act as an addition to paid alternatives. Any item or virtual currency in the game can be earned by interacting with ads. For example, users can watch videos to shorten wait times for car part upgrades, or earn premium currency. This provides a meaningful user experience for players, effectively enhancing engagement.

## Create value for your users

### A/B TEST RESULTS: USERS WHO INTERACTED WITH ADS IN RACING RIVALS

- 58.4% Increase in Average\* User Session Time
- 21.2% Boost in 14-Day Retention
- \$0.17 Lift in Average Revenue Per Paying User (ARPPU) per Average Video View\*\*

## Key take aways

Ads in *Racing Rivals* are being used by the games' most loyal audience, and add to the experience of the most valuable players. For Cie Games, smarter ad monetization does not only boost revenues, but also user engagement.



\*(Median: 56.9%)

\*\*Users who have watched more videos tend to have higher in-app purchase scores. The regression model shows that an additional video view corresponds with a \$0.17 increase in a user's purchase score. For example, IAP revenues increase on average by \$1.70 for users who watch 10 videos.

# Cie Games Increases Ad Revenues by 50% with Fyber's Mediation Product

## A pain-free solution to ad monetization

After developing a number of successful games that monetized well through a combination of IAPs and advertising, Cie Games was looking to simplify their approach to ad monetization. Their previous approach required them to integrate and manage each of their ad networks independently. This resource-intensive approach offered little flexibility for executing Cie Games' monetization strategy. Cie Games wanted to find a comprehensive solution to integrate, manage and optimize all of their revenue sources that would allow them to stay in full control of their direct relationships with demand partners.

## Evolve your monetization strategy on the fly

Fyber's Ad Monetization Platform empowers developers to manage all their mediated ad networks to increase their advertising demand, while continuing to preserve their direct contractual relationships with the ad networks. Drag-and-drop-ready SDK adapters for mediated ad networks enables fast and pain-free integration of these demand sources. Integrating Fyber's mediation solution into their apps saves Cie Games valuable time and engineering resources, because adjustments to the ad monetization settings can be made on the fly through a central dashboard. At the same time, Cie Games' monetization team benefits from centralized reporting and a powerful predictive algorithm that automates yield optimization.

## Boost your revenues while cutting costs

- 50% increase in overall ad revenues
- Resource savings allowed for the integration of additional ad formats
- Additional mediated ad networks introduced by Fyber add to revenue and fill rate

*"Working with mediated ad networks through Fyber is fast and easy—I estimate that their solution saves me approximately an hour per day, not including time spent by engineers and QA. This is why we now require all of our demand partners to work with us through Fyber's monetization platform".*

**-AUSTIN YUEN, DIRECTOR OF UA AND MONETIZATION**