



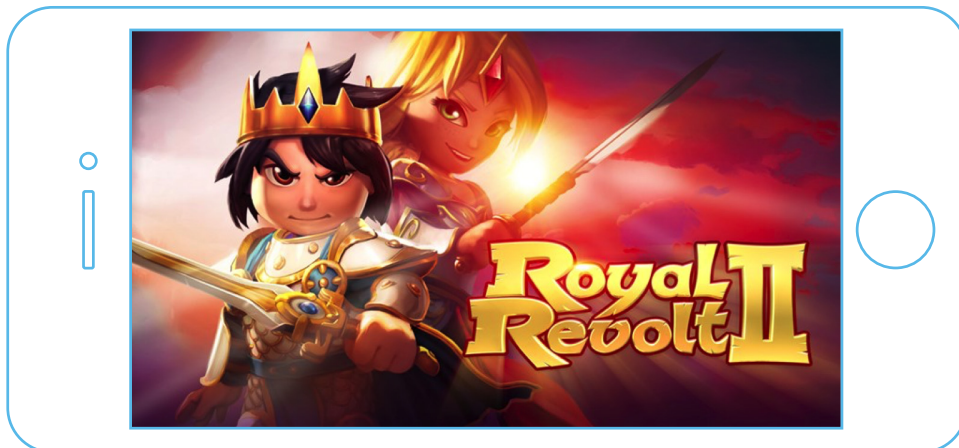
# How Fyber Helped Drive a 10x Ad ARPDAU Increase in Royal Revolt 2



Flaregames is the publisher behind *Royal Revolt 2*, the popular action game that lets players build and defend their own fantasy kingdoms.

With its “games-as-a-service” business model, flaregames supports developers that want to launch, promote and grow their games, and Fyber has been one of the company’s leading ad monetization partners since 2014.

Over the course of two years, flaregames worked with Fyber’s expert monetization and growth (M&G) team to significantly increase player engagement and Ad ARPDAU in *Royal Revolt 2*. The gains came as result of smarter placements and overall strategy around rewarded video.



## More engagement = more revenue

### Phase 1: July 2014 - Sept 2014

- Basic integration of Gems
- Minimal engagement rate (6-7%)



#### Integrations for Gems

Paymentshot – Click on Gift-icon

### Phase 2: Sept 2014 - Feb 2016

- First in-game rewarded video integration
- Improved engagement rate (15%)

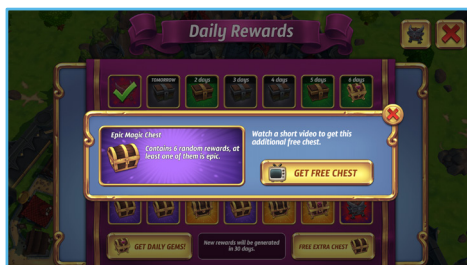


#### Integrations for Food

To enter battles, Food is needed. If you're out of Food, you can pay Gems or watch a video

### Phase 3: Feb 2016 - June 2016

- Additional in-game integrations
- Improved engagement rate (55%)

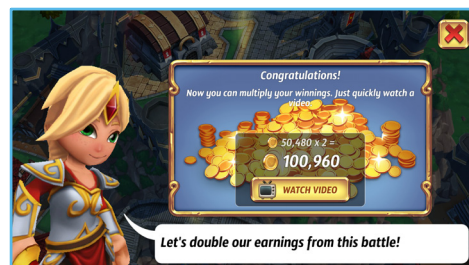


#### Integration for free Chest

Get Free Chest

### Phase 4: As of June 2016

- Additional placements
- Improved engagement rate (71%)
- 10x increase in Ad ARPDAU from Phase 1



#### Integration to 2x reward after battle

Double earnings after a battle



## Here's how it worked

Within two years, flaregames was able to increase Ad ARPDAU in *Royal Revolt 2* by more than 10x. The success came down to getting players more engaged with rewarded video, a strategy that Fyber's M&G team encouraged the publisher to implement in three ways:



### Ongoing performance reviews that helped flaregames understand key metrics

In addition to daily status updates, Fyber's M&G team analyzed *Royal Revolt 2*'s weekly performance to pull out the best metrics to bring to flaregames' attention. The core metrics were the placements of ads, the level of player engagement with ads, and how they both impacted Ad ARPDAU.



### Using proprietary data to help set performance targets based on network benchmarks

Fyber's M&G team also analyzed data from similar titles within our own platform to gauge how well the ad units in *Royal Revolt 2* could have been performing. Offering flaregames benchmarks that they would not have had access to was another value-add.



### In-game implementation recommendations that resulted in incremental growth

At every phase, Fyber's M&G team offered flaregames recommendations on how to better integrate rewarded video. For example, one of the first improvements was connecting the ads to an in-game reward (in this case, allowing players to earn Food for the next battle in exchange for watching an ad). Later improvements continued to boost incremental growth.

*“Working with Fyber, we were able to integrate rewarded video in *Royal Revolt 2* in a way that made the ads and rewards a key element of the game. The increased engagement and Ad ARPDAU were a clear result of the M&G team’s industry expertise and knowledge of smart ad placements.”*

JUSTIN STOLZENBERG, HEAD OF STUDIO, FLAREGAMES