Absolute Games goes 100% programmatic with Fyber FairBid

Ad ARPDAU jumps by 20% after Absolute Games goes all in on programmatic via Fyber FairBid

Abradoodle Bingo

Absolute Games, recently acquired by Penn National Gaming, specializes in board and card games. It's a lean team whose games generated over 10M downloads to date, and their flagship game, Abradoodle Bingo, is the #6 highest grossing game in the Board category on Google Play.

The challenge

As a small publisher, the Absolute Games team felt that their time, talent, and resources were being overextended. They wanted to focus more on game development and less on negotiating with demand partners and managing their waterfall, which they felt was not maximizing performance or profits. However, maintaining strong relationships with their top demand partners was still essential. Despite acknowledging the inefficiencies of managing several waterfalls, the Absolute Games team had concerns that switching to a fully programmatic ad stack would be technically complicated and have an adverse effect on what they considered a stable revenue stream.

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The solution

After integrating Fyber FairBid, Absolute Games decided to maximize operational efficiency by running all monetization 100% programmatically. The unified auction setup yielded significantly better results compared to the waterfall model. Additionally, the Absolute Games team found themselves freed from the operational overhead that the waterfall required and had more time to focus on game development.

The Absolute Games team discovered that the integration process from integrating the **Fyber FairBid SDK** and ad network SDKs to setting up callbacks was very similar to the waterfall-based integration. Previous integration concerns were quickly eased by Fyber's account management and engineering teams which provided extensive support, documentation, best practices and were on call to solve any issues in real time to ensure a smooth and successful transition.
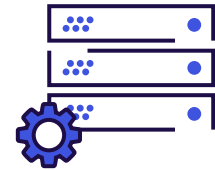
The results

Monetization uplift
20% increase in ad ARPDAU
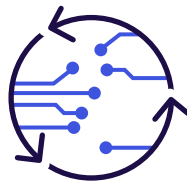
Operational efficiency
Increased competition from 4 ad networks to 35+ programmatic buyers

Ease of integration
Level of service and support ensures a successful transition to 100% programmatic monetization

The Fyber team was there to support us throughout the whole integration process, so I felt confident that our users were going to get a solid experience. The integration itself was the same as products we already had experience with so there were no surprises in how things worked. The end result was a build that outperforms our previous versions. Can't ask for more.

NICK SCHERI - CO-FOUNDER / CTO, ABSOLUTE GAMES

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