

# Fyber becomes top-tier banner monetization partner for Gram Games

■ Gram Games, a pioneer in the casual game genre and maker of popular titles such as 1010!, Merged!, and Merge Dragons!, opened its doors in 2012 in Istanbul. By the time Zynga acquired the studio in 2018, Gram Games had become a mobile gaming marvel with millions of daily active users, and more than 250 million global downloads of its free-to-play games.



## The challenge

Gram Games was seeking a partner to help them monetize their casual games, increase competition, and maintain a consistent fill rate from a diverse group of quality advertisers. Because their game portfolio included numerous smaller, banner-heavy titles, Gram Games was acutely focused on gaining incremental revenue from banners.

## The solution

With 85% of banners from brand advertisers, Gram Games tapped into Fyber Marketplace's diverse, global demand and scale. From the beginning, the results were consistently positive and over the past two years Gram Games has integrated Fyber Marketplace for all of its banner titles, including their largest game, 1010!



## The results

# #2

### Banner performer

Fyber helped Gram Games meet the potential of their banner placements, making them a key partner for the game developer.

# 15-20%

### of banner revenue from Fyber Marketplace

As such, it holds a top tier placement within Gram Game's waterfall set up.



We offer many free-2-play games and banner ads have become an important monetization strategy for us. Through Fyber Marketplace, we now have a steady revenue stream that allows us to spend our time on creating content while giving our users an opportunity to keep playing the games they are most passionate about--for free.

– AYHAN UNALMIS, Product Manager