

Blue Ox Family Games sees 14% ARPDAU lift with Fyber FairBid

Utilizing Fyber FairBid’s Multi-Testing tool, Blue Ox drove 39% uplift in interstitial eCPM by enabling SDK bidding

Blue Ox Family Games is an independent studio that creates original, family-oriented mobile apps and other entertainment products. Their flagship application, 7 Little Words, has become an often-imitated stalwart in the word games category since its debut in 2011, and it has transcended mobile to be published in dozens of digital and print newspapers through their partnership with media syndication leader Universal Uclick.



7 Little Words



Red Herring



Monkey Wrench



Tiny Little Crosswords



Woven Words



The challenge

With fun for the whole family as a key driver for their work, Blue Ox understands the importance of trust and transparency. The mediation solution they were using was yielding low CPMs for their apps and there wasn't enough transparency to fully understand why performance was less than ideal. This kicked off the search for a mediation partner that not only provides transparency but also has aligned values, is easy to use, is supply agnostic, and is a trustworthy partner to grow with.

The solution

Drawn to granular transparency, control, and unbiased mediation that **Fyber FairBid** provides, Blue Ox saw that the alignment of values with Fyber naturally lent the partnership to a higher level of trust. The foundation of trust is built on Fyber technology created with developer centric principles and the gold tier service Blue Ox receives around optimization and planning solutions.



The confidence Blue Ox found when working with Fyber's team also offered the opportunity to test SDK bidding demand sources throughout 7 Little Words. Fyber's **Multi-Testing** tool allowed Blue Ox to test SDK bidding across different placements within their app to see an increase in performance.

The results



ARPDau lift when switching from their previous mediation platform to Fyber FairBid



Additional ARPDau increase with bidding variants vs non-bidding variants in A/B tests



Higher eCPM through bidding variants vs non-bidding variants in A/B tests



Since switching to Fyber's FairBid mediation solution earlier this year, we have seen an increase of over 14% in ARPDau. The strong mix of SDK bidding and waterfall demand partners, paired with Fyber's devoted service and ongoing optimizations, have made the switch well worth it.

JOE JORDAN, Head of Advertising, Blue Ox Family Games