Maximizing ROAS in top tier ad-supported games

Random Logic Games maximizes return on ad spend by leveraging algorithmic optimization

Background

In 2013, having grown tired of working a typical desk job, Andrew Stone and Nick Sloan took a leap of faith and founded Random Logic Games. The company immediately found success in chart toppers Guess the 90s and Guess the Emoji, the latter of which held the #1 position in the App Store for 20+ consecutive days.

Today, both the company, and portfolio of games have grown significantly. Hits like Infinite Word Search Puzzles and Crossword Quiz continue to experience growth and be popular titles among players.

"Ads are the primary source of revenue for the company. Maximizing return on our ad spend is one of the most important factors of our company's success."

Andrew Stone,
Founder & CEO

The Solution

Random Logic Games relies on AdLibertas to automate the optimization of their ad monetization strategy.

The Problem

RLG primarily utilizes in game advertising to monetize their titles. Monetizing a single app with ads can be a job within itself, but handling an entire portfolio of 20+ games is nearly impossible with a small team of 12.

Specifically RLG faced the following issues:

Sheer size: To maximize earnings across the entire portfolio, there are thousands of decisions to make daily. Wrong decisions hurt profitability.

Changing market conditions: Ad performance changes on a dime, by not taking advantage in a surge of prices or reacting to a dip in demand, you're losing money.

Better methods; no time to find them: there are always better ways to monetize, but there isn't time to build & experiment on new monetization strategies.

The Result

Complexity made simple: Algorithmic decision-making ensures all properties receive the highest prices without manual intervention.

Quick reaction: Programmatic control of ad inventory means the AdLibertas system constantly operates with the most up-to-date data available.

Saves time & make more: AdLibertas algorithmically ensures constant testing of strategies to find the best buyer for ad inventory, without the need for manual intervention.

"Our reasons for using AdLibertas are simple – they allow us to make more money per ad served and 'ignore' daily waterfall management allowing us to focus on what we do best: build and launch fun games consistently & profitably."

Andrew Stone