Matchingham Games is a young and very successful UK-based mobile games publisher working with more than 15 gaming studios around the world and over $100k in daily ad revenue. They published 10 games with 65 million downloads in 1 year.

MATCHINGHAM
GAMES

Selim Han is working as the CMO in Matchingham Games and responsible for all the monetization and user acquisition operations in the company.

He shared his opinions on Admost with us:

We have been using Admost since the release of our first game, Braindom 1, in May 2020. Since then, we have always felt the support of the Admost team and I can easily say that Admost has a crucial role in the success of our games to this day.

First of all, I should point out that we have also tested all top-ranking mediation platforms such as **Mopub**, **Applovin Max**, and **IronSource** along with Admost. The results of these tests demonstrated that none of the other platforms could surpass Admost on **ARPDAU rates**.

On that note, there are also some important features of Admost that distinguish this mediation platform from the rest.

01 Waterfall management is handled by our account managers in Admost, which has been an important convenience for us. The Admost SDK creates **individual waterfalls for each user and each request**, as opposed to all the other mediation systems that use the same waterfall for every user in the same country. Furthermore, Admost has a hybrid framework that allows its **waterfall system to work together with header bidding ad networks**, notably with the Facebook Audience Network. Considering all these features, we find the Admost waterfall system to be completely automatic and ideal for us.

02

The Admost team is in **close contact with all ad networks**, thus can communicate with these networks on our behalf regarding any integration or performance updates. Their strong connections have provided VIP service for us and enabled us to save time. As one of the limited number of Facebook Bidding Partners, Admost has reinforced our trust in them.

03 Admost is a **bidding partner with several ad networks**, among which we are particularly pleased with the Facebook bidding. The integration process and adjustments needed for bidding are handled by the account managers in Admost. Once the arrangements are made, the optimization is made automatically in accordance with the changing ecpm values or periodic ad campaigns without any need for intervention. This is a source of great convenience and relief for publishers like us, which need to manage a large number of games.

04 Admost has a **user-friendly dashboard**. Besides, the Admost team has always been open to improve the dashboard and reports based on our needs and feedback to make them even more useful and efficient at short notice. Not only are we able to see the ad revenues of all our games with different details and diffractions on a single screen, we can also analyze them in Excel or **transfer the data to our own systems with the use of APIs** when necessary.

visuals from Braindom by Matchingham Games

05

We observed that Admost monetizes an ad network that gives high CPM rates such as Admob better than any other mediation solution as well. This is because Admost creates **individual waterfalls with the right floor prices** in contrast with the other networks that create country-based waterfalls and send requests for each user in the country with the same floor price.

06 With the help of the data visualization tool, **Admost Analytics**, we are able to see LTV for different channels / campaigns / visuals on the Admost dashboard. By this means, we can target the most profitable users by **optimizing our UA budgets for each country, channel, and visual.**

07 By using **predicted LTV calculations**, we can estimate our expected profit at the very early stage of our UA campaigns (by using three days' data) and take action accordingly. This feature of Admost is very important for us, as it helps us make faster decisions, more efficient UA strategies and creative-based LTV analysis, and takes us one step ahead of our competitors.

08 By means of the A/B testing feature of Admost, we increased our revenues significantly by cohort-level testing without any need for change in the coding of our games. It has been advantageous to test **different interval, cap, and country-based scenarios in ad impressions by A/B testing** without any need to update the game on the market. By taking this burden out of the hands of our game development team, we can use their time more efficiently with the help of Admost.

09

Admost also has a **Cross Promotion tool**, by which we are able to promote our games in one another. We can include our own ads with the eCPMs of our choice in the waterfall and analyze the contributions of the users we get through this channel in the reports.

10

The Admost team has also been a great partner in solving our problems quickly and effectively, sharing their comments and insights on our tests, and playing important roles during our development processes through their feedback. They have a **boutique service model**, thus the time and experience to kindly share with us.

To sum up, Admost has been an invaluable partner for us, which we see as a highly professional information technologies department of our own. As they merely take commissions from our revenues, they are in **equal distance from each ad network** and thus can channel all their energy to increase our revenue. We hereby would like to thank them once more. Looking forward to many more accomplishments together.