

# How to Improve UX and Adopt the Right Ad Formats

Smuttlewerk's Experience



Fleet Battle

## ABOUT

### SMUTTLEWÄRK INTERACTIVE

Just when two old friends, Martin Giaco and Ralph Kunz, almost went bankrupt twice after 7 years in the gaming business, their dreams finally came true with the development of Fleet Battle.

A classic battleship-style game, Fleet Battle found gaming success in late 2015. To this day, Fleet Battle continues to finance the duo's studio Smuttlewerk Interactive even though several stellar games were released after.

Smuttlewerk's apps have since been **featured by the Apple AppStore four times**. Boasting approximately 10,000 downloads per day (75% Android and 25% iOS), Smuttlewerk Interactive's apps have around 50,000 - 60,000 daily average users (DAU).

## CHALLENGE

### INTEGRATING & UPDATING ALL THE DIFFERENT SDKS

Back in 2015 the developers needed to update a bunch of different ad network's SDKs in order to monetize. This was a major problem as it took a lot of **time and effort that could have been better spent on developing games.**

Additionally, in-app purchases in their games yielded disappointing results as the developers have come to realize their games weren't in the right category for IAPs.

Therefore, Smuttlewerk Interactive decided to focus on strengthening their in-app advertising performance, ideally with one stable SDK that includes all the ad networks they needed.

**“We looked for an easy solution to check on the revenue data. Not 5 or 6 sites, just one well thought-out dashboard.”**



Martin Giaco  
*Co-founder*

## SOLUTION

### ALL-IN-ONE SDK & FINDING THE RIGHT AD FORMATS

After Smuttlewerk integrated **Appodeal's all-in-one SDK with 60+ ad demand sources**, the developers saw their **time freed up considerably**. No longer did they need to update each ad network's SDK individually.

To strike a balance between gameplay and ad revenue, the developers decided not to serve ads during the actual gameplay as they experimented with various ad placements.



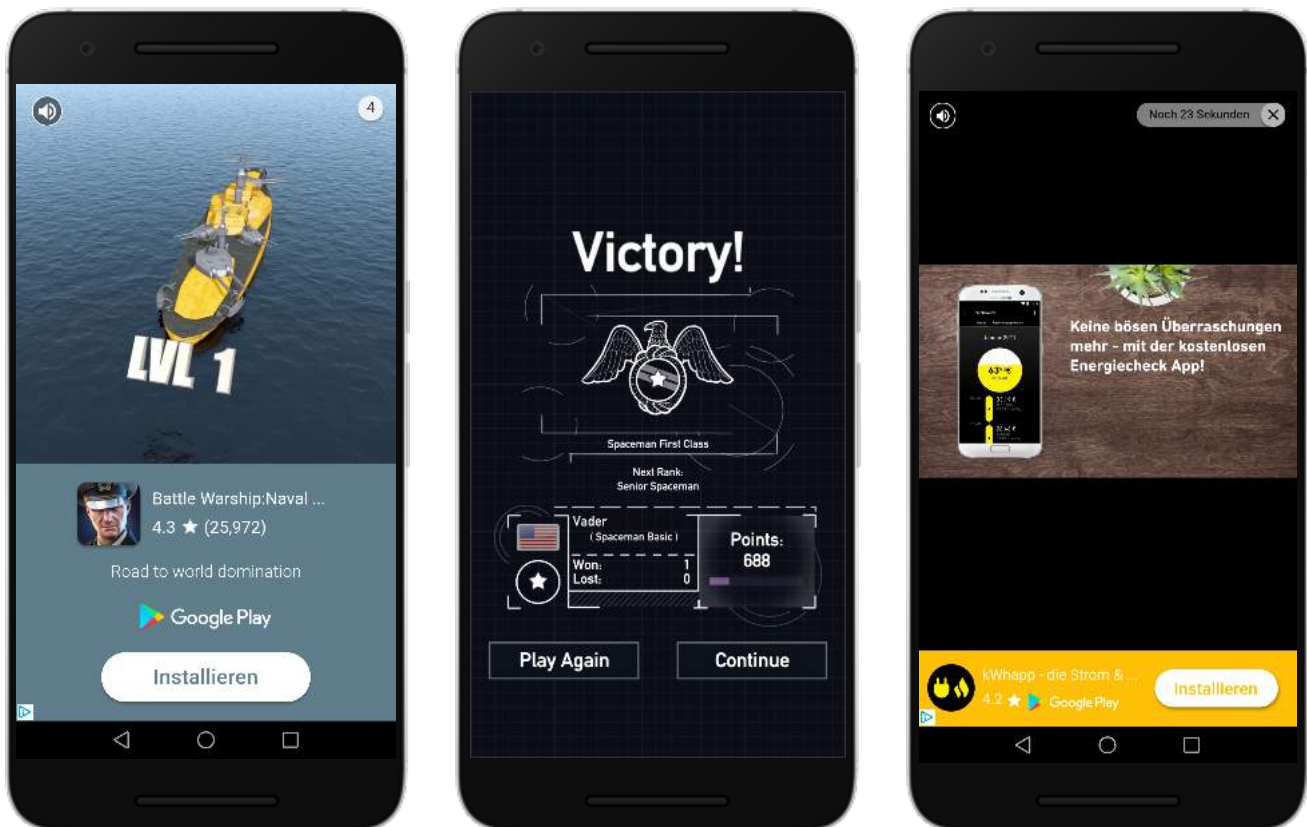
*Banner Ads on Top*

## BANNERS

They've discovered that banners at the bottom of the screen turned out not to be ideal as they led to higher accidental clicks, which was disruptive to their players. Currently, banner ads are shown only on the top part of the screen.

# INTERSTITIALS

The developers also found out that interstitial ads worked much better than video ads in between rounds (at least for their games). So they deactivated video ads, which resulted in not only star ratings increased but also more ad revenue.



*Interstitial Ads Between Rounds*

Now by showing just top banner and interstitial ads only before and after a round, and rewarded videos as an opt-in option, the developers found a **winning ad placement combination that boosts both ad revenue and gameplay experience** specific for their games.

## THE RESULTS

75%

Increased Revenue in 2017  
(in comparison with 2016)

MORE  
5-STAR REVIEWS  
AND  
DOWNLOADS

Due to improved  
user experience and  
the right ad formats

**“We know how our games should feel. And we always try to look at our games from the player’s perspective.”**



Martin Giaco  
*Co-founder*