

From Premium Game Model to Video Ads:

How It Happened with JELLIES! by FIFTYTWO



ABOUT FIFTYTWO

A game studio founded by two indie developers in Russia in 2012. Here are some of the achievements of their first game, *JELLIES!*:

- “The Best App of June” feature in the App Store
- “The Best App of the Week” feature in the App Store
- 5 million downloads
- Silver Award by PocketGamer



CHALLENGES

JELLIES! was initially supposed to be a premium game with in-app purchases. Then the game was featured as “The App of the Week” in the App Store and reached about 3 million downloads during that particular week. Thanks to that great reception, the developers decided to make the game free-to-play once and for all.

JELLIES! is the first game from FIFTYTWO. At the time of development,

its creators had trouble picturing the economics of free-to-play games. **The conversion rate of in-app purchases turned out to be low.** Players were supposed to buy bonuses and additional time, but this strategy didn’t pay off. It was easy to play through the game without these bells and whistles. The developers aspired to monetize easily and quickly by adding ads without any changes within gameplay.



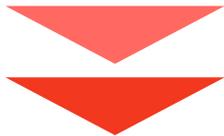
Michael Shagin
Co-Founder & Developer
FIFTYTWO

“ Before Appodeal, eCPM was \$3.47, and there was 48% fillrate. eCPM increased significantly, and fillrate even doubled! Appodeal is a useful and efficient monetization tool: one SDK, a lot of ad networks, flexible payouts and perfect support. ”

The logo for the game 'CONNECT JELLIES' is centered in a white, rounded rectangular area. The text 'CONNECT' is in a smaller, dark blue font above 'JELLIES', which is in a larger, bold, dark blue font. The background of the entire page is a vibrant, colorful pattern of various jellyfish-like creatures in shades of blue, green, yellow, and pink, some with faces and speech bubbles. One yellow jellyfish has a speech bubble that says 'Ohhh'.

CONNECT
JELLIES

SOLUTIONS



STEP 1

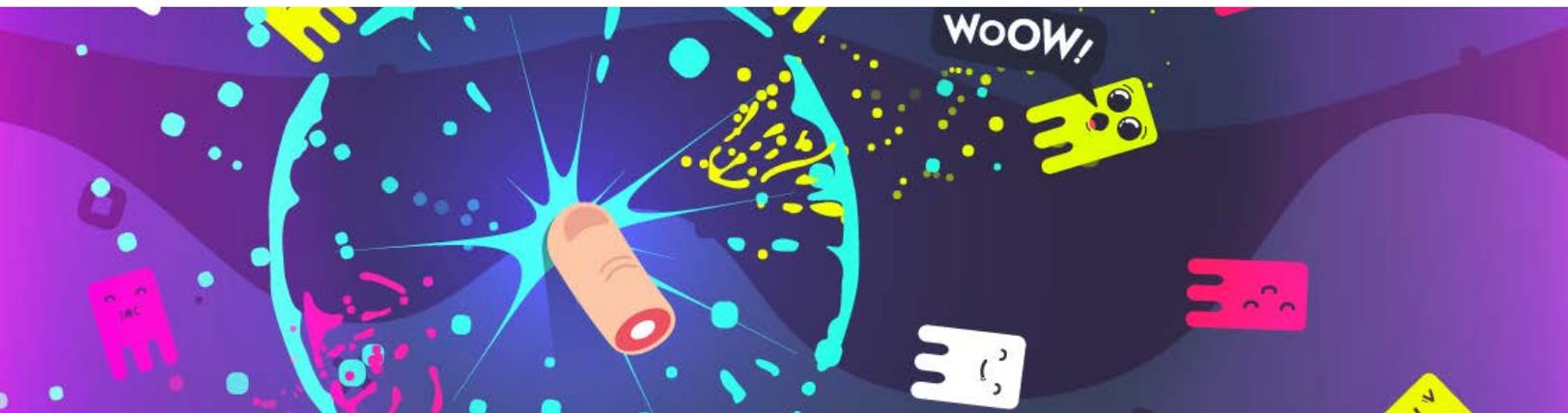
Internal solution: Real-time multiplayer with levels, experience and bonus upgrading

This approach was meant to increase conversion from non-paying users to premium users. Thanks to multi-player, they had more users, and retention increased. Nevertheless, in-app purchases were up only 20% and stayed low. After that, the developers realized that gameplay should be changed drastically.

STEP 2

Moving to ads: from AdMob to Appodeal

The developers started with AdMob and also connected InMobi using mediation. Then they switched over to Appodeal in order to increase fillrate and eCPM with its broad range of ad networks (including AdMob and InMobi) and intelligent ad optimization.



AD STRATEGY

JELLIES! is all about timing. Users need to catch as many jellyfish as they can in 1-2 minutes. So the developers decided to go with a proven classic model:



Full-Screen Ads

Players play passionately, a round ends, and a fullscreen ad pops up. Integration is smooth during this natural pause, so it doesn't annoy users. There's also a paid option to turn off advertising.



Rewarded Videos

Users can watch a video ad and get in-app coins. There's an in-game shop where players can buy coin sets and bonuses, as well as an option to watch video ads there for more coins.



RESULTS

3X

Game
Revenue
Increase

\$3-\$12

eCPMs

95-97%

Fillrates Globally