

CASE STUDY: OPENWRAP SDK

HUNGRY STUDIO ACCESSES UNIQUE BRAND DEMAND WITH PUBMATIC'S OPENWRAP SDK

Founded in 2021, Hungry Studio produces globally popular casual games, including the hit "Block Blast!" beloved by over 100 million players. Through innovation and strong partnerships, they're dedicated to advancing the casual gaming scene and delivering memorable experiences to players worldwide.

THE CHALLENGE

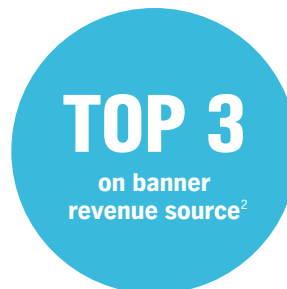
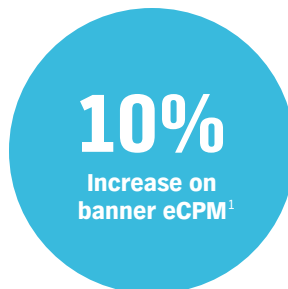
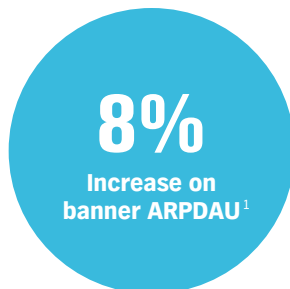
While Hungry Studio ran a successful ad monetization stack, they struggled to maintain ad revenue growth, especially on banner ads. They attributed this to a lack of direct access to brand demand as well as not leveraging multiple demand sources. Additionally, Hungry Studio also sought out a solution that could provide high quality ads that would not compromise the user experience.

THE SOLUTION: PUBMATIC'S OPENWRAP SDK

In order to access unique brand demand, Hungry Studio implemented OpenWrap SDK, PubMatic's unified auction solution for mobile app developers. After implementation, the team saw a strong increase in revenue and average revenue per daily active user (ARPDau) performance from banner ads.

OpenWrap SDK also allowed Hungry Studio to flatten the tag-based waterfall by accessing major global ad exchanges and demand-side platforms (DSPs) from a single source, eliminating the need to manage multiple partners and enabling the team to focus on more strategic opportunities. Additionally, Hungry studio was able to access unique brand demand in categories such as retail, CPG, and automotive, which provide end users with high-quality ads.

SUCCESS BY THE NUMBERS



“ Through PubMatic's OpenWrap SDK, we get access to more diverse and premium demand at scale, contributing to a more enjoyable user experience. We highly value PubMatic's professional support in fast turnaround. Together with PubMatic, we are able to scale and continuously drive our performance and we indeed look forward to a more prosperous growth. ”

MONICA HU
HEAD OF MONETIZATION
HUNGRY STUDIO

¹ Hungry Studio internal data, Block Blast! Android, September 1st to October 15th, 2023

² Hungry Studio internal data, Block Blast! Android, November 2023