AdMob by Google

Google Helps Gram Games Win in Mobile Gaming

A mobile app development studio based in Turkey, Gram Games has skyrocketed to the top of the Google Play and iOS charts in almost every country. They build original mobile games, ranging from strategy to casual, mid-core and more. Their highly-addictive game 1010! Puzzle is one of the most popular games in the world today – with more than 5 million people installing it via Google Play alone.

> **"We are platform agnostic, but we've found it's a lot easier to engage users on Android."**
>
> *Mehmet Ecevit*
> *Co-founder of Gram Games*

AT A GLANCE

About Gram Games
• www.gram.gs

Goals
• Acquire more users around the world
• Monetize apps to grow revenue
• Improve retention to build a loyal user base

Approach
• Create original content that is engaging and accessible worldwide
• Employ AdWords to drive user acquisition
• Distribute apps at scale using Google Play
• Use AdMob's banner ads and full-screen interstitials for monetization
• Improve user engagement with Google Play features
• Optimize with AdMob's ad mediation

Results
• Scaled their reach with AdWords, connecting with a wide global audience and growing to 20M users
• Grew to 7.5M downloads on Android alone
• Spent efficiently with AdWords, achieving an average cost-per-install of $1 in the US
• Earned $5K in a single day using AdMob, and grew business 7X
• Increased monthly retention rate to 14%

Taking a passion for gaming to the top 10

Mehmet Ecevit, co-founder of Gram Games, had ambitions to create top 10 games. To reach that level of success, he knew he'd have to rely on his strong technical background and passion for gaming. A gifted developer, Mehmet Ecevit came from humble beginnings. He grew up in a small town in Turkey, dropped out of college, and taught himself to code. After working for other companies for many years, and with strong passions for gaming, Ecevit was inspired to form his own development studio. In 2012, Gram Games, what is now Turkey's fastest-growing startup, was formed.

Gram Games believes in a strong company culture of fun and creativity. To foster free-flowing creative ideas, the company moved their office into what was once a kindergarten classroom, surrounding their team with bright colors and a fun community environment. Their entire team is involved in brainstorming ideas for future games, rather than one person dictating what's next. In their quest to become a top worldwide brand, they've relied on Google in their operations from the beginning – from Google Apps for Business to Google's mobile solutions to maximize revenue.

Developing a global user base

Gram Games began to see success and were ready to expand their business. Turning to Google Play for massive distribution beyond their home base of Turkey, they were also able to use the Google Play API to quickly implement features such as leaderboards to keep users coming back to their apps.

Focusing on "lean and mean" development across platforms, Gram Games keeps language and localization to a minimum, enabling them to connect with a worldwide audience more easily.

ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

For more information, go to:

http://www.google.com/admob

Gram Games' highly-addictive game 1010! Puzzle is one of the most popular games in the world today – with more than **5 million** people installing it via Google Play alone.

With a number of games under their belt, and a proven formula for success, Gram Games saw the opportunity to take their business to the next level – but they needed to get noticed.

Building on success with AdWords

Building engaging games that would appeal to users wasn't difficult for Gram Games. They have high quality games and great listings and game trailers. Their challenge lay in getting people around the world to know about their apps. They wanted to grow – fast.

They had used other ad networks in the past for promotion without much success, but after giving AdWords a try, they were pleasantly surprised with the results and reach. They were able to grow to 20M users, with an impressive monthly retention of 14%.

Not only did AdWords help them achieve their goals, it also helped to keep costs low. In the US alone, their cost-per-install using AdWords was about $1, which is much lower than typically seen in the industry.
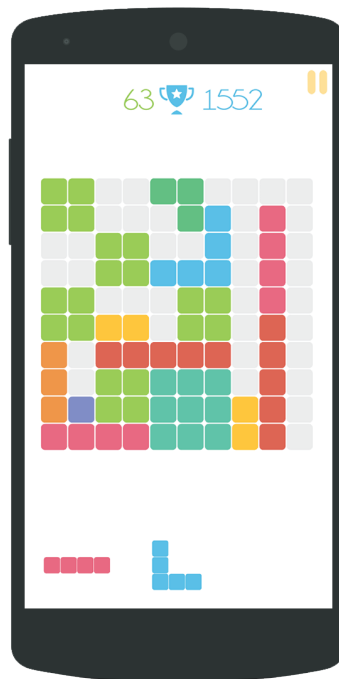
Making money with AdMob

Finding success with Google's solutions, Gram Games decided to use AdMob to monetize their apps and turn that popularity into revenue.

Not wanting to impact the user experience, Gram Games started out using a premium model for their apps, but had limited success. They decided to implement in-app advertising – showing AdMob banner ads during game play and then expanding to full-screen interstitials between rounds.

The results were impressive, generating $5K in earnings in a single day and helping Gram Games grow their business 7X.

Google as a partner, not just a vendor

As the fastest-growing startup in Turkey, Gram Games thanks Google for playing a part in their success.

Gram Games believes that mobile is the future of gaming, and as they expand, they are excited to continue working with Google to develop and monetize for wearables, as well as discover new social trends in gaming.