

## AT A GLANCE

### Company Info:

- [www.redbitgames.it](http://www.redbitgames.it)

### Goals:

- Maximize reach of games through AdMob Ad Network Mediation
- Fuel growth and continually expand portfolio by cross-promoting games through AdMob
- Achieve millions of downloads with each game
- Funnel earnings back into new game development

### Approach:

- Capitalized on instant popularity of "Splashy Fish" through AdMob
- Maximized monetization and drove new downloads using AdMob Ad Network Mediation

### Results:

- Achieved millions of downloads for games worldwide
- Earned 50% of revenues from AdMob for "Splashy Fish"
- Business, started just one year ago, has multiple apps surpassing millions to tens of millions of downloads each
- Continued prolific production of apps, partly fuelled by ad income
- Increased results by partnering with Google to maximize outcomes from AdMob and other networks

## FAST-ACTING REDBIT GAMES SAILS TO SUCCESS WITH "SPLASHY FISH" AND SUPPORT FROM ADMOB

Many game developers aspire to build a portfolio of games, each with record downloads and exceptional revenues. Few have succeeded at the level of [redBit games](#). Founded by three friends, Massimo Guareschi, Francesco Comi, and Gabriele Achler, with the goal of helping Italy compete globally in the app market, the company has become a standout success.

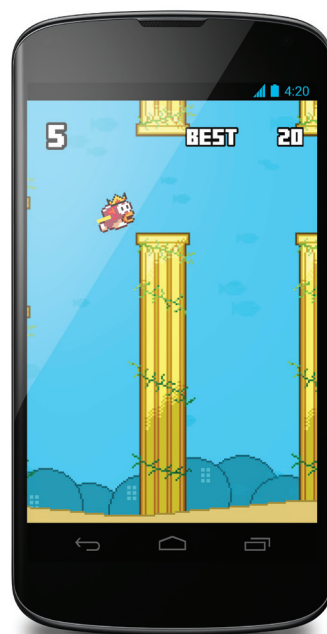
Within just one year after its founding, the Rome-based firm had produced several games that have been big winners, such as "Haunted Manor – The Secret of the Lost Soul," with nearly two million downloads, and Cookie Clickers, boasting more than 10 million downloads.

### A splash hit

After these hits, three developers worked around the clock for three days on a new game, "Splashy Fish." The game's genesis comes from Guareschi's young nephew, Marco Guareschi, who was playing a similar game and wanted to experience more engaging features.

When playing "Splashy Fish," gamers swim up and down by tapping the screen of their mobile devices and navigate obstacles. Guareschi and his technical team also added trophies to the game, personalized the fish, and used sound effects for excitement.

"Splashy Fish" launched on the App Store at midnight on February 11. Roughly 15 hours later, it occupied the top spot, and is now played 250 million times per day. The game is a hit on Google Play too, with millions of downloads. The main revenue redBit earns from the game is in-app ads from Google AdMob.



### Maximizing fill rate and monetization

redBit knew it wanted to use more than one ad network to monetize its inventory, and identified AdMob as the best way to mediate ads across a variety of networks. They saw that AdMob would provide a stable platform built on Google technology, as well as sustainable and ever-growing income as their apps scale to more players.

Today, AdMob generates more than 50% of the income for “Splashy Fish.” Other revenues are derived from other ad networks and in-app purchases. AdMob Mediation is vital because it allows redBit to use a variety of ad networks to boost eCPM, maximize fill rates, and optimize monetization capabilities across multiple countries.

“We chose AdMob as the foundation of our advertising efforts because it’s the industry leader. We trust the Google brand and their app advertising expertise,” says Guareschi.

Google’s high quality of account management has also been a factor in redBit’s success. Each time any issue occurs, including integration with other ad networks, Google has responded with speed and efficiency. Notes Guareschi, “Now, we view Google as a partner in helping us integrate with different ad networks and solve any issues that arise to get the best eCPM possible.”

### Building for the future through advertising

Looking to the future, redBit has more games in the pipeline that will be monetized solely on advertising revenues, primarily from AdMob. Guareschi says advertising will become ever more important for app developers in the future. The company is also experimenting more with AdMob house ads and ad network optimization to earn even better returns to fuel rapid growth.

“We’re continuing to expand very quickly. Advertising helps us achieve fast returns and build for the future,” says Guareschi. “The AdMob team is always coming up with great new ideas and solving any issues that arise to improve our performance. Our partnership with Google is the perfect vehicle for fueling our ongoing headway.”

Building on their success, redBit has now launched “Jumpy Jack”, an app that reached the top of US and UK App Store charts in only 12 hours (1st and 2nd respectively), using AdMob to monetize.