



CASE STUDY



Tapjoy Fuels Glu's *Gun Bros* Freemium App

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— Niccolo de Masi, President and CEO of Glu Mobile



Profile: Leading global publisher of social mobile games

Glu Mobile (Nasdaq: GLUU) is a leading global publisher of social games for smartphone and tablet devices. Glu's unique technology platform enables its titles to be accessible to a broad audience of consumers all over the world - supporting iOS, Android, Palm, Windows Phone 7 devices and beyond. Glu is focused on bringing the best in social, freemium, cross-platform mobile gaming experiences to the mass market.

Challenge: Monetize & distribute Free-to-Play game, *Gun Bros*

When Glu launched *Gun Bros* in October, 2010, they wanted to set a new standard for games in the top-down shooter genre. The game had to be free in order to reach scale quickly, and they planned to monetize the game primarily by selling in-game virtual goods such as more powerful guns, armor and other explosive power-ups.



Highlights

Profile

Gun Bros was named “One of the 10 Most Significant iOS Games of 2010” by Pocket Gamer and “One of the Top 40 iPhone Apps of 2010” by TechCrunch.

Situation

Glu promoted *Gun Bros* through the Tapjoy Pay-Per-Install network, and added Tapjoy's Offerwall SDK for monetization.

Results

- *Gun Bros* has reached more than 6.8 million downloads, with Tapjoy providing scalable and effective promotion
- Tapjoy helped increase *Gun Bros*' monetization rates

Benefits

- Provides users a way to engage in the game without paying cash
- Allows Glu to acquire new users quickly and effectively
- Boosts revenues by providing an alternative payment option



Partnership: Glu taps into the Tapjoy distribution network and Alt Pay platform

Glu had previously worked with Tapjoy on a number of its other titles, such as *World Series of Poker*, *Toyshop Adventures* and others. So when the company launched *Gun Bros*, it again turned to its trusted partner, Tapjoy, to help acquire new, high-quality users through its network of mobile consumers. Glu then planned on monetizing those users through Tapjoy's alternative payments platform, which lets gamers earn virtual currency for free in exchange for installing apps or filling out ad offers.

"Tapjoy is a leader in mobile advertising solutions and will continue to be a key strategic partner for Glu as we expand our portfolio of freemium, social mobile games," said Niccolo de Masi, President and CEO of Glu Mobile. "Their understanding of market dynamics, best practices in mobile advertising, and timely management of promotional campaigns make them a valued partner in the mobile gaming space."



Results: Fast, effective distribution and a boost in monetization

In March, approximately 4 months after its initial release, Glu announced that *Gun Bros* had reached more than 6.8 million downloads, and Glu's vice president of marketing, Michael Breslin, noted "Tapjoy is an ideal partner to help us both monetize and distribute our games because they truly understand what it takes to build a successful freemium business on mobile platforms."

In terms of monetization, Tapjoy's alternative payment platform boosted *Gun Bros*' revenues and was partially responsible for helping the game become Glu's top revenue-producing freemium title during the fourth quarter, generating \$610,000 of non-GAAP revenue in just two months.

By adding offers and installs as an alternative payment method, Glu has experienced an increase in the amount of users it is able to monetize.

"We feel that offers deliver a much better user experience than other forms of advertising because they put users in a completely different mindset," explained Breslin. "Consumers are trained to tune out ads that are intrusive and interrupt game play, but offers are a much 'softer' sell and they allow users to get something of real value in return for their loyalty to the game."

Breslin noted that Tapjoy's offers enable users to engage deeply within the game without ever having to spend a dime. He concluded, "Tapjoy supports our game ecosystem and supports our community."