



Slap The President

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Isaac Selby

SneezeOnToast

10 Victoria Road West

Cardiff

Optimistic Goal (Based On Cookie Clicker, Capybara Clicker, ect)



Assume:

- Each user plays for **30 minutes per day**
- At 3 minutes per level → that's **10 levels per user per day**
- 1 interstitial shown **after each level**

So:

$1,000,000 \text{ users} \times 10 \text{ levels} = 10,000,000 \text{ interstitial ads shown per day}$



Step 2: Apply eCPM (Money per 1,000 impressions)

Let's use a **realistic UK/US average interstitial eCPM**:

- We'll pick **\$3.00 per 1,000 ads shown** (which is conservative for full-screen)

Formula:

$$\text{Revenue} = (\text{Impressions} / 1,000) \times \text{eCPM}$$

So:

$$\text{Revenue} = (10,000,000 / 1,000) \times \$3.00 = 10,000 \times \$3 = \$30,000 \text{ per day}$$



So What's the Takeaway?

Users	Avg playtime	Ads/user/day	Daily Ads	eCPM	Daily Revenue
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1 million 30 mins 10 10 million \$3.00 **\$30,000**

Realistic Monthly Earnings?

Multiply:

$$\$30,000 \times 30 \text{ days} = \$900,000/\text{month}$$

This is gross revenue. Real earnings will be affected by:

- Fill rate (not all impressions get served)
- Region (US = \$\$\$, India = ₹)
- Ad blockers or disabled tracking
- Session drop-off
- Google's cut (already factored into eCPM though)

If Only 10% of Users Are Active Daily?

That's **100,000 DAU (daily active users)**:

- $100,000 \times 10 \text{ levels} = 1,000,000 \text{ ads/day}$
- Revenue = **\$3,000/day = \$90,000/month**

Pessimistic Goals (If users aren't active or low userbase)

Let's Rework the Numbers

1 2 3 4 Assumptions:

Metric	Value
Total Users	1,000,000
Daily Active Users (DAU)	5% – 15% of total (so ~100,000)
Average Session Length	15 minutes per user/day
Game Speed	1 level every 3 minutes
Ads per Session	$15 \div 3 = 5$ interstitials/user/day
Total Impressions	100,000 users \times 5 = 500,000/day
eCPM (Interstitial Clicker)	\$0.80 – \$1.50 (conservative)
Let's average eCPM to \$1.00	

Daily Revenue

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$$(500,000 \text{ ads} / 1,000) \times \$1.00 = \$500/\text{day}$$

Monthly Revenue

$$\$500 \times 30 = \$15,000/\text{month}$$



Ultra Conservative Version (if retention sucks):

DAU	Ads/User	eCPM	Revenue/Day
50,000	3	\$0.80	\$120
30,000	2	\$0.80	\$48
10,000	2	\$0.80	\$16

So even with a **flop retention rate**, you might still see **\$500 – \$2,000/month**.

Final Summary (Realistic Conservative Estimate):

Scenario	Ads/day	eCPM	Daily Rev	Monthly Rev
 Conservative Best (100k DAU)	500,000	\$1.00	\$500	\$15,000
 Mid-Bad (50k DAU)	150,000	\$0.80	\$120	\$3,600
 Very Low (10k DAU)	20,000	\$0.80	\$16	\$480