



# Transforming 24/7 Games into a header-bidding Powerhouse with Floodgates

How a well-established casual gaming platform leveraged Floodgates to optimize its ad revenue strategy and become a header-bidding powerhouse



## 24/7 Games

24/7 Games is a well-established online casual gaming platform offering classic games such as Solitaire, Mahjong, Sudoku, and Chess.

# Executive Summary



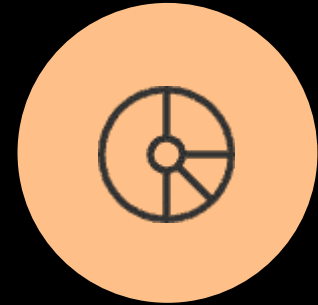
## **250% Increase in CPMs**

Floodgates' AI-powered header bidding optimization led to increased bid competition and higher CPMs.



## **50% Decrease in Video Ad Latency**

Floodgates' low-latency video player technology improved the user experience and engagement.



## **40% Improvement in Fill Rate**

Floodgates' advanced ad optimization strategies and real-time bid adjustments resulted in better ad fill rates.

**By implementing Floodgates, 24/7 Games achieved exceptional improvements in revenue, performance, and user experience, positioning the company as a header-bidding powerhouse in the online casual gaming market.**

# The Challenge

- **Low CPMs**

The platform was experiencing inefficient and unoptimized CPMs, reducing overall ad revenue.

- **Inefficient Header Bidding**

The existing setup was failing to optimize bid competition, leading to low fill rates and missed revenue opportunities.

- **High Page Load Time**

Slow video ad rendering times were hurting user engagement and retention.

- **High Prebid Technology Cost**

The solutions 24/7 evaluated over the years took 30% to 50% of overall revenue, making the cost of the technology too high and unpredictable.

- **Lack of Reporting Transparency**

Current prebid technology did not offer the transparent reporting to provide 24/7 Games with security that they are collecting all the revenue they are entitled to.

# The Solution: Floodgates

## AI-Powered Header Bidding Optimization

Implemented real-time bid adjustments to increase competition among demand partners, driving higher CPMs.

## Video Player Technology

Introduced a low-latency video player to maximize revenue and enhance the user experience by reducing ad latency.

## Subscription Pricing

Adopted a predictable and controlled monthly subscription pricing model, providing cost predictability for 24/7 Games.

## Real-Time Reporting

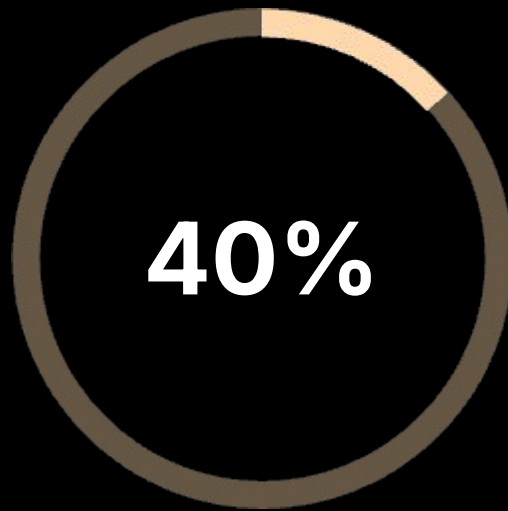
Gained detailed visibility into key metrics such as traffic, CPMs, and ad duration, enabling data-driven decisions.

# Results & Impact

Dramatic improvements in CPM, ad fill rate, and page load time



CPMs



Ad Fill Rate



Page Load Time

# Results & Impact

Revenue Growth We All Dream Of



**“Implementing Floodgates was a game-changer for us. Not only did we see a significant increase in CPMs and fill rates, but we can make better decisions based on the transparent and accurate reporting we now get. The transition was seamless, and we're thrilled with the results!”**

**— JOHN BATTAGLINE, FOUNDER/OWNER, 24/7 GAMES**



# Conclusion



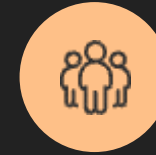
## Transformed Ad Revenue

Floodgates enabled 24/7 Games to optimize their programmatic advertising approach, leading to a 250% increase in revenue and profitability.



## Improved Performance

The platform experienced exceptional improvements in key metrics such as CPMs, fill rates, and page load times, enhancing the overall user experience.



## Enhanced User Experience

By delivering faster loading times and more relevant ads, Floodgates helped 24/7 Games create a more engaging and enjoyable gaming environment for their users.

**By implementing Floodgates, 24/7 Games has successfully transformed its ad revenue strategy, optimized performance, and enhanced the user experience, positioning the company for continued growth and success in the online casual gaming market.**

# Transforming 24/7 Games into a Header-Bidding Powerhouse with Floodgates

By implementing Floodgates' 24/7 Games, a well-established online casual gaming platform, successfully transformed its ad revenue strategy, optimized performance, and enhanced the user experience, positioning the company as a programmatic powerhouse in the online casual gaming market. The partnership with Floodgates has unlocked significant growth opportunities for 24/7 Games, and the company is well-poised to continue its success in the years to come.

