



Floodgates Drives 176% Revenue Growth for ClassicSolitaire.com

A case study showcasing how Floodgates helped ClassicSolitaire.com achieve 176% revenue growth and performance improvements.



The best free **card** and
solitaire games online.

ClassicSolitaire.com

ClassicSolitaire.com is a casual games website with
20 different game options and 75,000 monthly
visitors.

The Challenge



Only leveraging Google Ads

Google is known to keep the lion share of the revenue and offers no competition that increases revenue per ad.



Ad Quality Degradation

Even though the ad volume was increasing, ClassicSolitaire.com saw a decrease in ad revenue as the ads became more spammy.



Poor User Experience

The ads from Google were becoming so spammy that they were driving down traffic and user engagement metrics.



Lack of support

ClassicSolitaire.com needed support from its supply partner to tackle these problems, but their requests kept falling on deaf ears at Google.

ClassicSolitaire.com, a casual games website with 75,000 monthly visitors, came to Floodgates seeking to optimize their revenue and implement a header bidding solution.

Executive Summary



Casual games website

ClassicSolitaire.com is a casual games website with 75,000 monthly users.



Video Player Implementation

ClassicSolitaire.com generated \$4,007 in video ad revenue in 30-days.



Revenue optimization

ClassicSolitaire.com saw a 176% increase in ad revenue using Floodgates header-bidding technology.



Improved fill rate

ClassicSolitaire.com saw a fill rate of 88% after implementing Floodgates.

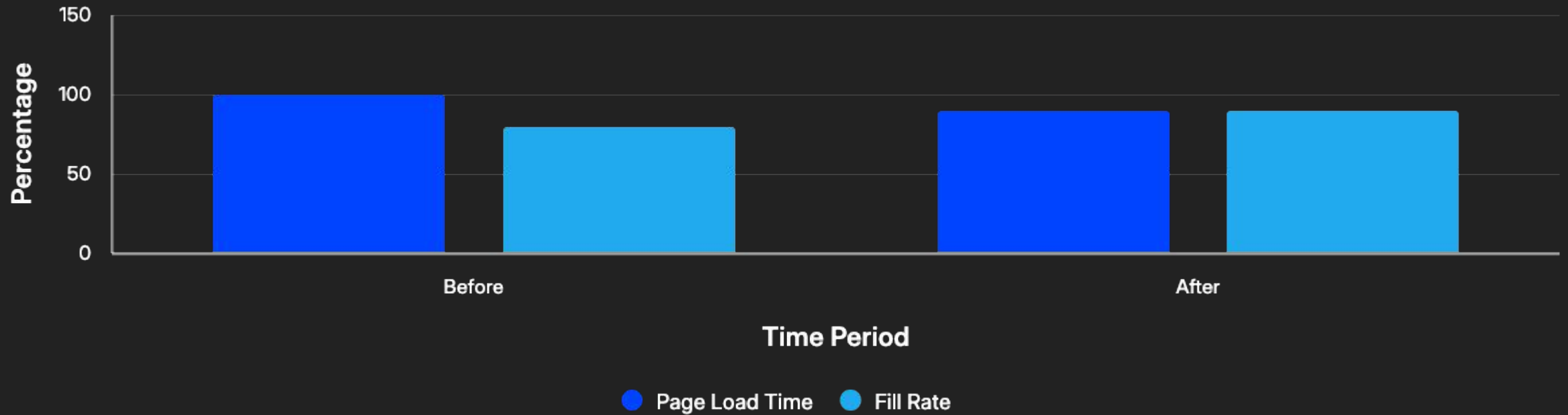
ClassicSolitaire.com, a casual games website with 75,000 monthly visitors, came to Floodgates seeking to optimize their revenue and implement a header bidding solution.

Floodgates Solution

Floodgates Professional, a powerful solution, was implemented by ClassicSolitaire.com for a 60-day period. This strategic partnership resulted in a remarkable 176% increase in revenue, skyrocketing from \$2,500 to \$6,700 in March 2025.



Improving Page Performance



The data shows a 10% decrease in page load time and an 88% increase in fill rate after implementing the changes.

*Internal company data

Successful Video Player Integration

- **Seamless Integration**

ClassicSolitaire.com was able to seamlessly integrate the Floodgates video player into their website without any disruptions to their business operations.

- **Uninterrupted User Experience**

The implementation of the Floodgates video player ensured that ClassicSolitaire.com's users enjoyed an uninterrupted and smooth gaming experience, with no service interruptions or performance issues.

- **Minimal Downtime**

The integration process was carefully executed, ensuring that ClassicSolitaire.com's website remained fully operational throughout the implementation, with minimal downtime or service disruptions.

- **Dedicated Support**

The Floodgates team provided dedicated support and guidance throughout the integration process, ensuring a successful and hassle-free implementation for ClassicSolitaire.com.

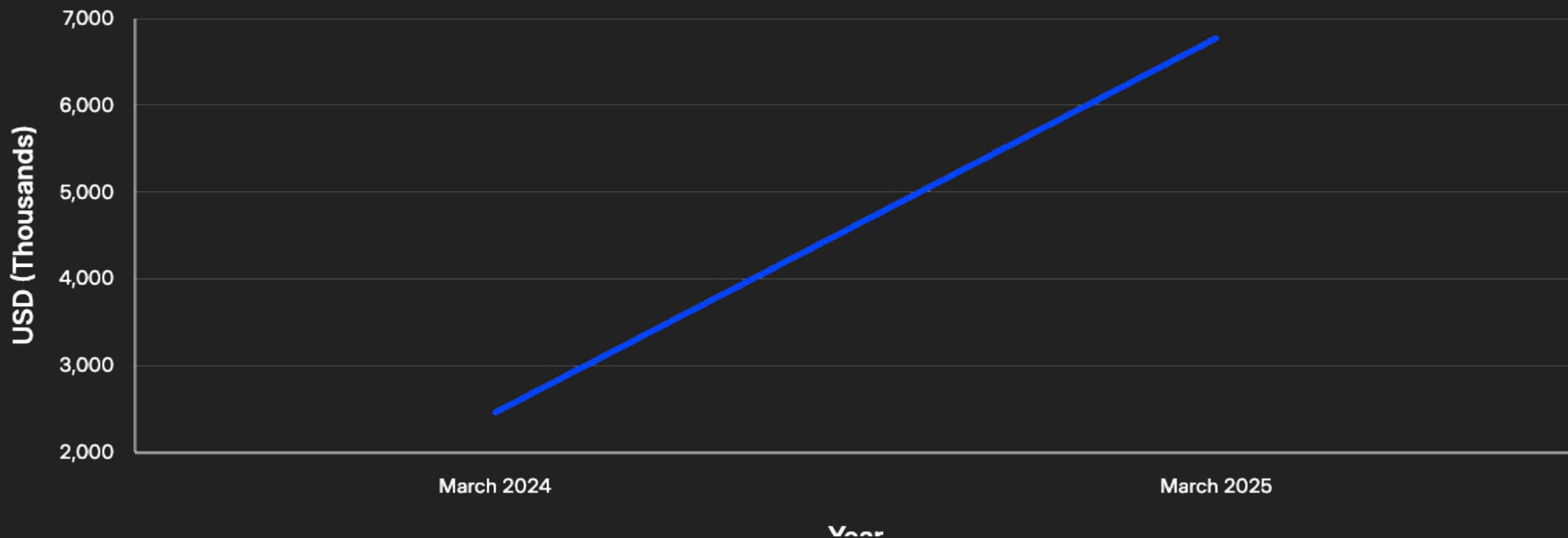
- **Proven Expertise**

The Floodgates video player has a track record of successful integration with various websites, demonstrating the company's expertise and the reliability of their solutions.

- **Video Ads Pay 10x more than display ads**

Leveraging only Google ads sells any business short. Implementing Floodgates video player will increase ad revenue on its own. Couple that with header-bidding and you have opened the floodgates to your ad revenue.

Revenue Results for 2024 and 2025



Ad revenue increased 176% from March 2024 to March 2025.

**"Implementing Floodgates
Professional has taken our
business from a small side
business to a way to support my
family on its own."**

- Owner - CLASSICSOLITAIRE.COM

Floodgates Drives Impressive Revenue Growth for ClassicSolitaire.com

ClassicSolitaire.com's partnership with Floodgates has resulted in significant revenue growth, improved performance metrics, and a seamless integration of the Floodgates video player. This success story demonstrates the effectiveness of Floodgates' solutions in optimizing revenue and enhancing the user experience for casual gaming websites.

