start.io

How Guru Network tripled its ad revenue with Start.io by building a direct advertising relationship

About Guru Network

Guru Network is a Singapore-based software company that makes more than two dozen popular puzzle games for Android and iOS, such as Jigsaw Puzzles, Sudoku Puzzle, the Find Difference series, and Find it Out, among other leading titles. Collectively, their games have been downloaded by tens of millions of people worldwide. The company was founded in 2015.

Goal

Guru Network wanted to maximize the amount of mobile, programmatic advertising revenue they were seeing from Start.io's ad platform.

Process

In late 2022, Guru Network began running Start.io ads on its mobile apps through Start.io's integration with an industry-leading programmatic advertising platform, which connects many publishers with many ad platforms.

Start.io's sales team reached out to Guru Network and suggested building a direct integration with the company. This integration is relatively easy and is reserved for larger publishers who want access to premium advertising demand and dedicated account management from Start.io.

Guru Network turned on the direct integration with Start.io in early 2023, and for several months ran a side-by-side test, running ads from Start.io from both the industry-leading programmatic advertising platform and the direct integration, to compare performance.

Start.io's monetization algorithm learned Guru Network's traffic behavior and was able to serve ads that complied with the company's goals and expectations.

Outcome

Start.io's direct advertising integration enabled Guru Network to access unique, premium ad demand from top-performing demand partners.

The integration gave Guru Network unlimited access to hundreds of premium ad campaigns, increasing the company's daily revenue in less than 30 days, compared to the industry-leading programmatic advertising platform.

By the third month of the test, Guru Network saw 3x higher revenue from its direct integration with Start.io, compared to Start.io's own performance on the industry-leading programmatic advertising platform.

"Start.io has been a great monetization partner," said Hao Li, Monetization Lead at Guru Network. "The team has really worked hard to deliver the highest quality ads possible. We're looking forward to a long and successful partnership."

Results

- Over a 3-month test period, Guru Network experienced a nearly 65 percent increase in revenue with Start.io's direct integration, compared to the industry-leading programmatic advertising platform.

- In the final month of the test, Start.io's direct integration yielded 3x higher revenue, compared to the alternative.

Month 1	Month 2	Month 3
-34%	49%	220%
UAM TAM	UAM TAM	UAM TAM

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