

Magmic's Revenue Increased with Multiple-Line Items



magmic

[Magmic](#) is one of the world's premier casual card and board mobile game publisher. Founded in 2002 and based out of Ottawa, Magmic is focused on bringing the nostalgia of playing family card and board games into mobile where their primary user demographic is women between the ages of 18-60. Besides developing their own proprietary games, they work with toy manufacturers like Mattel and Hasbro in licensing their game concepts.

THE CHALLENGE

- When optimizing the waterfall they rely on responsive and insightful communication from partnering ad networks, and that is not always given.
- Finding ad partners with stable technology that matches Magmic's needs for good fill rates on set floor prices that actually deliver.

THE SOLUTION

Chartboost started to work closely with Magmic in March 2019 to optimize their waterfall with multiple-line items, a feature that's available with the latest [Chartboost SDK](#) and compatible mediation providers. Magmic put Chartboost in high, middle, and low positions in the multiple-line item setup on their mediation stack for their key markets, the US and Germany.

THE RESULTS

After setting up multiple-line items, Magmic saw immediate results. In only two months, Chartboost was able to help increase Magmic's revenue by over 580% on our platform, and grow the average eCPM with over 310%. In addition, Chartboost began filling 160% more impressions.

“ We appreciate the fast and helpful communication with the Chartboost team, where it's remarkably nice to get a response in only a few minutes! Every minute matters in our industry to earn more revenue. ”

– Tyler Menard, Ad Monetization

“ Since being in close communication with Chartboost, we've seen a threefold increase in eCPM. We are thankful for the great relationship and the effort to create technology that works for us allowing us to maximize our revenue. ”

– Valerie Husky, Director of Growth & Monetization

Revenue Increase

+580%

eCPM Increase

+310%

Impressions Increase

+160%