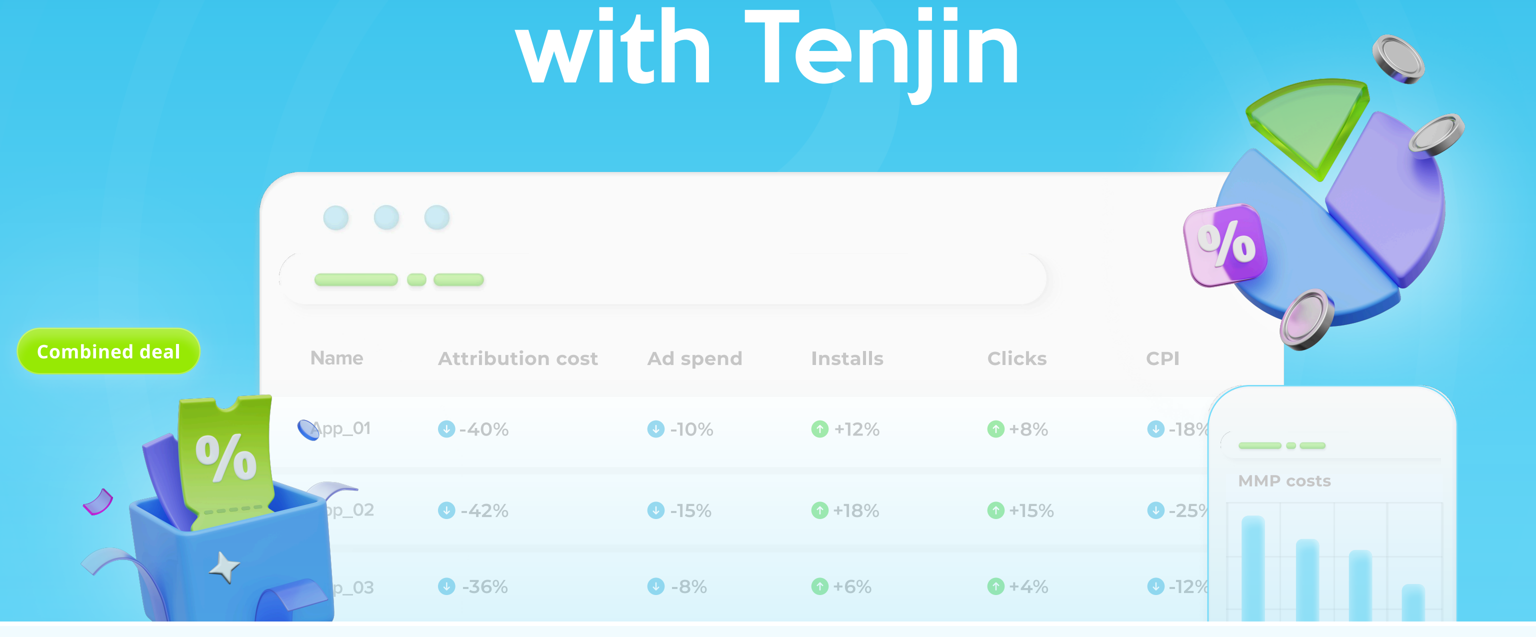
How Three Pakistani Studios Reduced MMP Costs by 40% with Tenjin



📍 **Headquarters:** Lahore, Pakistan

💸 **Genre:** Hyper-Casual, Casual, Simulation Games

📱 **Platform:** Android, iOS

DevOps Studio

⬛ **Key Games:** Real Mother Simulator, Parrot Simulator, Schoolgirl Runaway

Invogue Technologies

Car Dealership Business Game

Smarnovative Labs

Supermarket & Motel Simulator, Mall & Fast Food Simulator 3D, Bank Simulator Money Business

Overview

Based in Lahore, Pakistan, Invogue Technologies, Smarnovative Labs, and DevOps Studio began scaling their user acquisition efforts in 2024. As their ambitions grew, relying only on Google Ads was no longer sustainable. They needed **a multichannel user acquisition strategy** to reach new audiences and drive growth.

But expansion brings new challenges. Without an MMP, they couldn't measure installs accurately across these new channels, attribute conversions correctly, or optimize ROAS campaigns effectively. Data remained fragmented across multiple platforms, making it difficult to identify top-performing campaigns or make quick optimization decisions.

The solution was clear: they really needed a MMP. The next step was finding one that fit their budget.

Challenge

For mobile publishers ready to scale, MMP costs can become an unexpected roadblock. This is true especially for small and mid-sized studios expanding their user acquisition efforts.

Each studio has its own growth targets and budget limits, but **MMPs often reward higher conversion volumes in their pricing models.** In a nutshell, the more conversions you buy, the less you pay per conversion. The difference between pricing for 1 million vs. 10 million conversions can be huge, which means smaller studios often miss out on the best rates.

Invogue Technologies, Smarnovative Labs, and DevOps Studio faced exactly this dilemma. Each studio had aggressive growth targets, but limited budgets. Individually, paying premium per-conversion rates would drain their user acquisition spend, limiting how fast they could scale.

Working together created more opportunities.

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> MMP pricing usually decreases as volume increases. So, together with two other studios, we approached Tenjin and secured a combined deal at highly competitive rates. This collective arrangement reduced our cost per conversion by up to 40% and enabled us to scale our game across more networks.
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> **Nabeel Munawar,**
> Co-Founder, Invogue Technologies

Solution: Tenjin's Combined Deal

Tenjin's answer was simple and straightforward: if individual studios couldn't reach higher volume thresholds alone, why not let them reach it together?

Our **combined deal** allows multiple studios to **combine their conversion volumes under a single contract**. It also presents an opportunity for smaller studios to gain access to a more competitive cost per conversion. Three studios with 2-3 million conversions each can suddenly become a 10 million conversion client, unlocking new pricing that neither could have accessed alone.

This approach offers:

Lower MMP costs
More total conversions at a lower unit rate.

True flexibility
Studios can invite other trusted developers or friends in the industry as partners to join a combined deal.

Data privacy
Each studio operates with its own Tenjin Dashboard. There's no data sharing between partners.

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> By taking a combined deal together with two other studios, we were able to secure better pricing and more flexibility. With Tenjin's unified dashboard and reliable attribution data, we can now make faster, data-driven decisions and optimize our campaigns more efficiently.
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> **Muhammad Qasim Ali,**
> CEO, Smarnovative Labs

The Results

When Invogue Technologies, Smarnovative Labs and DevOps Studio pooled their conversion volumes, the impact was immediate and substantial. **By joining forces, they were able to get what they needed: cost efficiency and operational scalability: individually.**

≈ 40%
reduction of MMP costs

100%
data privacy through Tenjin's independent dashboards

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> We started using Tenjin when we started to scale our user acquisition campaigns. After choosing Tenjin, our user acquisition spend increased by 60%.
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> **Waqas Majeed,**
> Director DevOps Studio

Conclusion

Here's what we learned from three Pakistani studios: sometimes the best way to compete with the big players isn't to become bigger; it's to work together.

Tenjin's **combined deal** demonstrates how true flexibility and creativity can democratize growth opportunities for studios of any size. By joining together Invogue Technologies, Smarnovative Labs, and DevOps Studio were able to save 40% on their unit conversion price, allowing them to scale into new markets, all while retaining data privacy and independence. And, it happened because they stopped trying to solve the problem individually.

Growth barriers often have collaborative solutions. When pricing models favor the enterprise, smaller studios and agencies still can create their own opportunities through collaboration.

We believe MMP costs shouldn't ever become your roadblock. So, look around your network. Which studios share your same challenges? You might be a conversation away from unlocking the same savings these three Pakistani studios discovered.