

# How this Turkish Studio Tripled its Ad Spend After Switching to Tenjin

## A Fusee Case Study

📍 Headquarters: Istanbul, Türkiye • 🎮 Genre: Hybrid-Casual Games • 🛠 Platforms: iOS, Android

🕹️ Key Games: [Dino.io 3D](#) • [Arctic.io](#)

## About Fusee

Founded in 2009, Fusee shifted its full focus to mobile games in 2015 and has since surpassed 150 million downloads worldwide.

Over the years, they've launched multiple hit titles with leading publishers and began successfully self-publishing in 2023.

Their mission is to continue creating fun, simple, and high-quality mobile games, always striving to deliver the next experience players love and return to.

## Challenges

Before Tenjin, Fusee relied on an MMP that came with **high attribution costs** and **unexpected hidden fees**, even after accounting for reimbursements from the Turkish government.

Additionally, **recurring issues detecting fraudulent ad revenue** forced them to manually dig through raw data, wasting hours every week.

The onboarding was complicated, the setup relied **only** on SDK data, which limited accuracy, and the **dashboard was slow** and laggy.

On top of that, **support requests were often delayed or unresolved**.

## Solution

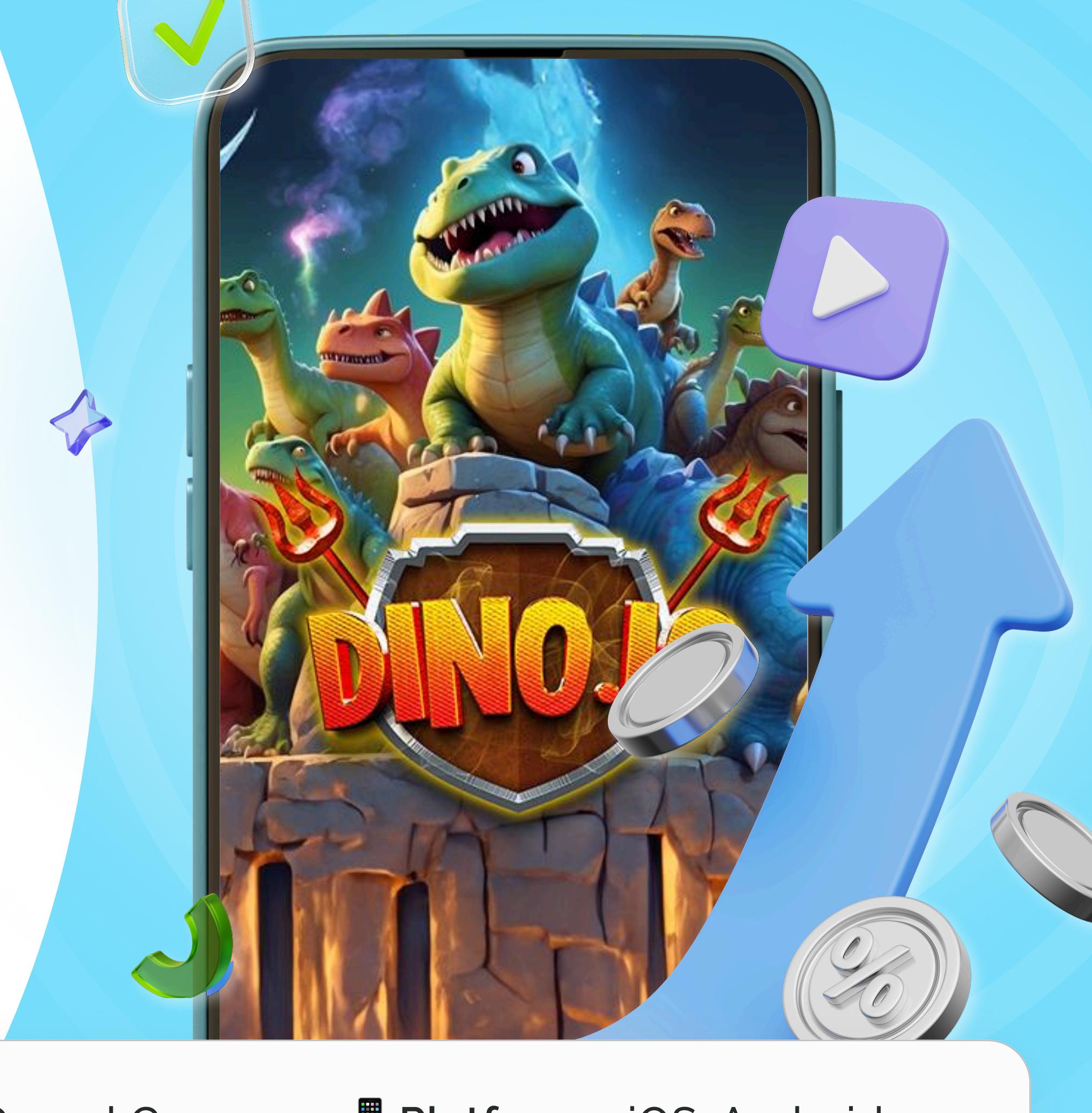
Tenjin solved all of the issues Fusee faced with their previous MMP.

**Pricing:** Tenjin offered clear, cost-effective, and fully transparent pricing. Their all-inclusive model allowed Fusee to scale confidently, knowing that any future features would be included at no extra cost. Even without the 60% reimbursements provided by the Turkish government, Tenjin was the better option for Fusee in terms of pricing.

**Dashboard Speed:** Tenjin's dashboard has been consistently fast and reliable.

**Integration & Support:** From day one, Tenjin provided responsive, hands-on support through a **dedicated Slack channel**. The onboarding process was straightforward, easy, and flexible.

**Unique ad revenue fraud detection:** Tenjin is unique in offering **two sources of ad revenue data** in the dashboard: ad revenue from the mediation via the SDK and ad revenue pulled directly from ad network APIs. Comparing these data sources helps Fusee quickly identify discrepancies and detect anomalies in ad revenue.



## Results

**3X**

UA spend while maintaining strong ROI

**0**

time spent digging data manually

**2.5X**

monthly revenue

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Tenjin has become a trusted partner in Fusee's growth. With transparent pricing, reliable data, and responsive support, it perfectly aligns with the type of games we create and the team we are.



Mehmet Alpsoy

Co-Founder & Head of Growth at Fusee

## Tools



**Two sources**

of ad revenue reporting



**Dedicated support**

via Slack

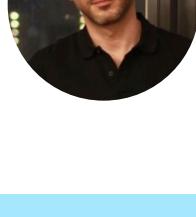


**Raw Data**

Exporter

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Tenjin has become an essential part of our UA toolkit. Since adopting it, we've consistently seen strong value in our campaigns. It streamlines attribution, cost aggregation, and revenue insights across networks with ease. The platform is intuitive, but what stands out most is their support team—fast, proactive, and genuinely helpful. It feels more like collaborating with a partner than just using a tool.



Sinan Dinc

Co-founder & Director, Fusee