

Company name:

**GAMEJAM**

Key games:



[6ix9ine Runner](#)



[Marshmello Music Dance](#)

Headquarter:  
Ho Chi Minh City

UA team size:  
3

**About:**  
Gamejam is a mobile game developer based in Vietnam. With over 200M+ downloads, they are well-known for creating highly addictive hyper-casual games, like 6ix9ine Runner. 6ix9ine Runner is a hit music runner game offering enticing rainbow levels with hit songs from hip-hop artist Tekashi 6ix9ine.

# GameJam increases quarterly profits thanks to in-house bidding



## Results

**32%**

ROI increase on ad channels with automated bidding

**2/3**

of the UA team is not doing campaign management

## Tool



Reporting Metrics API

## Humble Beginnings

Gamejam is a small team of 10+ people from Vietnam. With more than 200 million installs worldwide, Gamejam is the fastest-growing hyper-casual developer of 2020. Gamejam is also known for creating games in collaboration with music celebrities such as DJ Marshmello and Tekashi 6ix9ine.

## Problem

It's crucial for a hyper-casual publisher to bid quickly and frequently for potential installs with high LTV potential. Gamejam advertises 30+ games on 10+ ad channels campaigns in 25 countries and numerous campaigns. That potentially creates >7500 bid changes that the UA team will check and adjust daily. However, to enable bidding on this level of granularity, the advertiser needs to automate their workflows.

“

Our profitability as a company has increased quarterly in 2020. We attribute that mainly to the bidding automation we've implemented on top of Tenjin's data.

”



Christian Calderon

*Co-Founder & CEO at Gamejam*

## Solution

Gamejam has been using Tenjin for attribution and ad revenue LTV calculations via the free dashboard. The team decides to level-up their toolset and start using Tenjin Reporting Metrics API to enrich their internal BI system with cohort ROI data from Tenjin.

Gamejam integrated Tenjin Reporting Metrics API with its internal BI system to pull out cohort ROI on each available bid dimension. As the next step, Gamejam has created a layer of triggered rules when an advertisement reaches a particular goal. For example, a simple version of this rule - if ROI >50% for campaign A on the first day, increase the bid 10%.

## Conclusion

After implementing in-house automated bidding, Gamejam has seen that the ROI has increased by 32% on ad channels that support bidding.

Furthermore, bidding automation allowed Gamejam to restructure their UA team: of a three-person team, only one is doing campaign management. Which means the rest of the team can focus on creatives and automation.