



Twiml

From hobbyist to thriving gaming studio

Case study



The facts in brief

The challenge

As a programmer and avid casual game player, Majid Khosravi was confident he could create a game that players would enjoy. However, building a profitable game that would stand out amongst a multitude of well-established competitors in the market would require, not only a game engine, but integrating a patchwork of different solutions, including ads, analytics, and IAP.

The solution

The Unity engine, with its built-in Ads, Analytics, and IAP functionality, has enabled Twiml to create engaging, addictive match 3 puzzle games, which are profitable, and still offer players a way to enjoy the games without feeling pressured into purchasing IAPs.

The results

- Fruit Bump and Jewel Mash games have achieved over 10 million downloads
- DAU increased from around 500K to around 800K in two months
- IAP sales up 70% and Ads revenue up 60% since starting to use Unity Ads in 2015
- ARPDAU increased by 15%



How Twiml stays scrappy and successful

Majid Khosravi had been a gamer his whole adult life. Developing software was just something he did for a living. That is, until he began to develop games in his own free time back in 2012. With a strong belief in himself and what he could create, Khosravi used Unity Pro right from the start to create the kind of match 3 game that he himself loved to play. Then, he published it, added levels and implemented a monetization strategy that—with the help of Unity Ads, Analytics, and IAP—players have embraced. His efforts have resulted in 20,000 downloads per day, and a thriving game studio with seven full-time employees who love their work.

“Using Unity Ads, Analytics & IAP as a whole, we’ve experienced an increase in ad revenue of over 60% and IAP sales in our games grew by over 70%.”

Majid Khosravi, Founder and CEO



“I needed an engine that made it easy to build a game, gather insight, and create a way to get paid.”

Majid Khosravi, Founder and CEO

The challenge

How to stand out in a crowded market

Majid Khosravi founded Twiml in the UK with the idea of creating a highly accessible match 3 puzzle game, which anyone could pick up, play and enjoy whenever they wanted. As a programmer and avid casual player, he wanted to create a game that would have just the right level of difficulty to keep it fun and engaging.

This strategy meant that the main revenue would have to come from advertising, and not IAPs. He needed to find a way to introduce ads that players would embrace, and a game engine with integrated tools for ads, analytics, and IAPs that would ease development time and friction.

“I needed to find a game engine that made it easy to build the basic game, gather insight so we could tweak gameplay, and create a way to get paid that naturally fit into the game,” Khosravi says. “Keeping this honest approach would let me stand proudly behind the games and stand out in the crowd. This would allow players to play as much as they wanted, without forcing them to purchase extra lives to keep playing.”

The solution

Critical insights and rewarded video ads

Easy to understand behavioral data

After creating the first hit games, Fruit Bump and Jewel Mash, one of Twiml’s goals was to get the difficulty curve just right. For example, Fruit Bump, which has 620 levels, was designed with a precise level of difficulty that rises over time but continues to engage players as they progress through the game. “If the difficulty curve is too steep, players can get frustrated and leave. If it’s too easy, players get bored,” Khosravi says. “Achieving cognitive flow, where gameplay strikes that perfect balance between difficulty and skill is critical to any game’s success,” Khosravi says.

So Khosravi turned to Unity Analytics and not only did it offer a range of free, powerful tools to get insight about player behavior—it was already built into the Unity Game Engine. “This made it easy to set up and simple to use with no code or SDK integration,” Khosravi says.

“Some of the other analytics tools have powerful functionality, but that’s useless if you’re unable to



“I always loved match 3 games, and with Unity I could put all the things I like into the game, publish it, and eventually, switch careers. Now, my life is way more fun.”

Majid Khosravi, Founder and CEO

make sense of it. Unity Analytics, on the other hand, has a friendly interface and dashboard, which makes it really easy to get specific answers that are simple to understand when you need them most,” Khosravi says.

Attracting the right players and earning their loyalty

Twimlir uses Unity Ads both to attract new players—by advertising Fruit Bump and Jewel Mash in other games in the Unity Ads network—and to generate revenue by showing rewarded video ads in their own titles.

“Unity Ads delivers hot leads who are more likely to convert and become loyal players because they’re already interested in our type of game,” Khosravi says. Once they do become players, Twimlir uses Unity Ads to generate revenue by giving players the option of watching rewarded video ads in exchange for in-game currency.

By combining Unity’s built-in Analytics and Ads functionality, such as setting custom events like ‘levels completed’, ‘total session time’ and ‘level completion rate’, Twimlir is able to monitor how players are progressing. This allows them to alter the design to keep players moving forward and engaging in a satisfying flow where the challenge is just right, while making sure the ads are surfaced at the right time to the right player.

One way they’ve done this was to measure retention in relation to the intervals in which

rewarded video ads were shown. They started cautiously by showing ads every 10 minutes. They then gradually lowered the interval between ads—always ensuring that there was no drop-off in retention—until they got down to every two minutes, which proved to be the optimal interval for generating ad revenue without affecting retention. This frequency also optimized the performance of the ads shown, thus increasing revenue further.

The results

Exponential growth of a loyal player base

Segmentation and targeted offers

By making their games with Unity and using critical insights from Unity Analytics to optimize the Unity Ads experience, Twimlir was able to develop a monetization strategy that didn’t force players to buy IAP extra lives to keep on playing.

“When I launched my games with Unity, everything worked the way I wanted it to. You build your game, and then have portability to launch on whatever platform you decide—console, Android, iOS, whatever—it’s easy,” says Khosravi. “And with Unity IAP functionality, it’s really easy to set up and monitor IAPs across multiple stores.”



“Our Average Revenue Per Daily Active User [ARPDau] skyrocketed by 15%.”

Majid Khosravi, Founder and CEO

They’re also able to segment users into ‘payers’ and ‘non-payers’, tailoring the experience accordingly. For instance, ‘payers’ and ‘non-payers’ are now offered different IAP special offers, with ‘payers’ being presented with package deals that allow them, for example, to customize their game or progress faster. The ‘Non-payer’ offers, on the other hand, focus on things like limited-time, high-value offers to better encourage that first purchase.

Keeping players engaged

“Unity Analytics data helped me a great deal in designing very precise levels of challenge over time and in creating an in-game difficulty curve that ensures users play for a long time and return often,” says Khosravi. “With Session Length and Average Revenue Per User’ metrics, combined with its Custom Reports, you can see straight away if retention drops when something

is off. For example, if it dropped right after we shortened the time between showing ads, that meant the interval was too short. I could even identify which levels appeared to encourage, or discourage, players from going for the one IAP that Fruit Bump offers.”

Happy players, happy—and profitable—studio

“Insight from Unity Analytics data allowed us to use Unity Ads to keep an honest approach and build a loyal player community while boosting revenue, maintaining strong retention, and keeping our players happy,” Khosravi said. “For example, we saw our daily average users grow exponentially from 500,000 to 800,000 since January 2016 creating 300,000 new daily average users in just two months,” Khosravi says.

“This is critical when Unity Ads is our key source of revenue with 80% generated via rewarded video ads and 20% through IAPs, which is just how we wanted it,” concludes Khosravi. “Using Unity Ads, Analytics & IAP as a whole, we’ve experienced an increase in ad revenue of over 60%, IAP sales in our games grew by over 70%, and most importantly, our Average Revenue Per Daily Active User [ARPDau] skyrocketed by 15%.”

About Unity Technologies

Unity Technologies is the creator of Unity, a flexible and high-performance end-to-end development platform used to create rich interactive 3D and 2D experiences. Unity’s powerful graphics engine and full-featured editor serve as the foundation to develop beautiful games or apps and easily bring them to multiple platforms: mobile devices, home entertainment systems, personal computers, and embedded systems. Unity also offers solutions and services for creating games, boosting productivity, and connecting with audiences including the Unity Asset Store, Unity Cloud Build, Unity Game Performance Reporting, Unity Analytics, Unity Ads, and Unity Everyplay. Unity Technologies serves over 1 million monthly active developers including large publishers, indie studios, students and hobbyists around the globe. For more information, visit: <http://unity3d.com/ads> or <http://unity3d.com/analytics>.