



## Flyclops Boosts Revenue By Launching *Dominoes Gold* on Skillz eSports Platform



### *Dominoes Gold* Highlights

**\$0.36** ARPAU

**7x** Higher eCPM

**41%** D1 Retention

### Overview

Flyclops is the mobile games studio behind *Domino!*, the #1 dominoes game in the App Store. With over 10 million downloads, *Domino!* is one of the studio's most profitable games. However, Flyclops wanted to generate incremental revenue, without compromising the player experience. So, Flyclops partnered with Skillz to create *Dominoes Gold*, an exciting eSports version of their game that would improve monetization without jeopardizing their existing revenue streams.

### The Challenge

Like many mobile game developers, Flyclops sought to increase revenue in their game. Although third-party advertising was the primary revenue stream in *Domino!*, increasing ads wasn't an option as too many ads risked degrading the player experience and jeopardizing the existing stable revenue stream. Flyclops began searching for a way to increase revenue by adding to the gaming experience, rather than interrupting it.

By partnering with Skillz, Flyclops discovered that the solution to higher revenue and retention was as easy as providing their players with a thrilling way to compete for real-world prizes.



## The Skillz Solution

Flyclops created a new version of *Domino!*, specifically for the Skillz platform – one that would maintain the core dominoes gameplay that their players knew and loved, but would add exciting eSports features such as prizes, large-scale tournaments, and leagues.

It took less than a week for a single developer at Flyclops to integrate the Skillz SDK into their new eSports game *Dominoes Gold*. Plus, they were able to easily customize the tournaments and interface to their liking through the Skillz Tournament Management System. Skillz handled all live operations from there, including 24/7 player support, player matching, payment processing, and special events to drive engagement and retention. Players could now put their dominoes skills to the test by competing for real-world prizes in head-to-head matches, bracketed tournaments, and 50,000-player live events.

## The Results

By creating a separate version of their hit game (i.e. a side-SKU) with eSports competitions, Flyclops was able to test the monetization power of the Skillz platform without risking the revenue they were generating in *Domino!*. To help users discover *Dominoes Gold*, Flyclops simply replaced a small fraction of their third-party ad inventory in *Domino!* with promotions for the new eSports title.

*Dominoes Gold* was a huge hit with users and a massive success for Flyclops. While reducing third-party ads in *Domino!* meant slightly less ad revenue, the tradeoff was worth it. For every dollar of foregone ad revenue in *Domino!*, Flyclops generated seven dollars in *Dominoes Gold*. In fact, by repurposing just 7% of their ad inventory to promote eSports competitions in *Dominoes Gold*, Flyclops increased their ARPDAU to \$0.36.

Most importantly, creating a Skillz-powered eSports version of their game provided their players with a new, thrilling way to compete. *Dominoes Gold* players were instantly hooked by the new multi-player tournaments, resulting in a D1 retention rate of 41%. This, together with their repurposed ad revenue, made it safe to say that Flyclops had found the ideal monetization method for their game.



**“Since integrating Skillz, we’re actually showing fewer third-party ads and making more money. Skillz allowed us to boost our ARPDAU while bringing fun, ad-free competitions to our users in *Dominoes Gold*.”**

–Dave Martorana, Co-owner,  
Flyclops

