



## Solitaire Cube achieves industry-leading retention with Skillz by adding head-to-head competition to the classic card game



### Solitaire Cube Highlights

**\$0.68** ARPPDAU

**65 min** AVG TIME IN APP PER DAU

**32%** PAYER CONVERSION

### Overview

Tether Studios is a two-person husband and wife team whose mission is to tie the world together through games. They have built a portfolio of games including Solitaire Cube, a twist on the classic Klondike solitaire game with fast, timed gameplay.

### The Challenge

Tether Studios liked their core game, but they had trouble finding an audience with organic growth. As most developers can relate to, the App Store is a battleground and Tether Studios was looking for a way to differentiate.

In terms of monetization, they had incorporated ads with disappointing results. Average revenue per daily active user (ARPPDAU) was only \$0.02 and the ads degraded their player experience. They were also hesitant to over-complicate Solitaire Cube with features to drive in-app purchases (IAPs).



## Solution with Skillz

Tether Studios evaluated the wide array of features included in the Skillz platform and decided to integrate eSports elements into their game in order to differentiate and improve retention and monetization.

After successfully integrating the Skillz Tournament Management System (TMS), Solitaire Cube players are now able to compete in various head-to-head competitions for prizes. Each player receives the same set of cards to make the competition fair. With a time limit of five minutes, players have to solve the solitaire puzzle as quickly as possible to attain the best score.

With head-to-head tournaments, leaderboards, physical prizes, and a loyalty program, players are engulfed in an entirely new game and rewarded for showing off their skills. Solitaire Cube now has the competitive edge that the original game was lacking, and achieving that result was as simple as integrating the Skillz TMS into their game.

## Results

With the added eSports component, players began to spend an average of 65 minutes per day playing Solitaire Cube – nearly double the casual gaming industry average of 33 minutes. The competitive and rewarding gameplay motivated their players to raise the stakes, leading to a payer conversion rate of 32%.

In addition, Tether Studios noticed an increase in their daily active users (DAU) thanks to their improved differentiation with the Skillz platform and some creative user acquisition efforts. With hundreds of cash tournaments running daily, the increased engagement helped boost their ARPDAU to \$0.68 – 30x their earlier ARPDAU of \$0.02.

With the Skillz eSports platform, Tether Studios was able to increase monetization and, most importantly, retain and engage their players by building an enjoyable, competitive experience around their solitaire game.



**“With the Skillz platform, we were easily able to add a competitive spin to Solitaire Cube that, in turn, increased our monetization and provided an ad-free experience for our users.”**

*-Tim O’Neil & Ether O’Neil,  
Tether Studios*

**TETHER**  
STUDIOS