



THE MOBILE EXPRESSLANE

Accelerating Mobile Games with PacketZoom

SDK Integration Showed Immediate 2.5X Speedup, Nearly 90% Connection Rescue, 3rd Party API Acceleration and Faster, More Consistent Delivery of Ads

Background

The video gaming industry has undergone a massive shift in focus from traditional console to mobile gaming. A [Global Games Market Report by Newzoo](#) estimated that gamers worldwide generated a total of \$99.6 billion in revenues in 2016, up 8.5% compared to 2015. For the first time, mobile gaming took a larger share than PC with \$36.9 billion, up 21.3% globally.

This trend is forecast to keep growing as quality smartphones become more accessible and more consumers look to their smartphones for gaming. In the US alone, 180.4 million consumers played games on their mobile phones in 2016, representing 56% of the population and a whopping 70% of all mobile phone users, according to estimates from [eMarketer](#).

This expeditious growth has resulted in numerous growing pains. [Business Insider](#) suggests that saturation in the market has led to the dominance of the free-to-play (F2P) monetization model, with reliance on in-app purchases or in-app advertising. Since that transition, most consumers have been conditioned to expect quality mobile gaming apps for little or no cost. Mobile gamers are a tough crowd to please; they expect a visually stimulating, fast-rewarding experience and are quick to abandon a game that doesn't deliver the desired performance.

This increasing player retention challenge has pushed mobile game publishers to search for a new mobile performance acceleration solution that has been designed for a mobile-first world with gamers in mind.

The Mobile App

The customer is a leading global developer and publisher of freemium games for smartphone and tablet devices, currently reaching over 5 million daily active users and over a billion downloads, with a number of games typically rank in the US list of Top 100 grossing mobile games.

The Performance Challenge

The dev team was using a traditional Web CDN solution, where dependency on mobile and WiFi networks result in frequent disconnects - a common issue in mobile gaming.

PacketZoom was asked to assess multiple games - each game was designed with a different target player in mind and offers a unique user experience. Therefore, while all games needed to improve speed and connectivity, some of the games had specific performance challenges such as: slow download times due to large files, slow response time from 3rd-party APIs such as Swrve and Amazon DynamoDB and high failure rate of ads due to poor connectivity.

The Solution

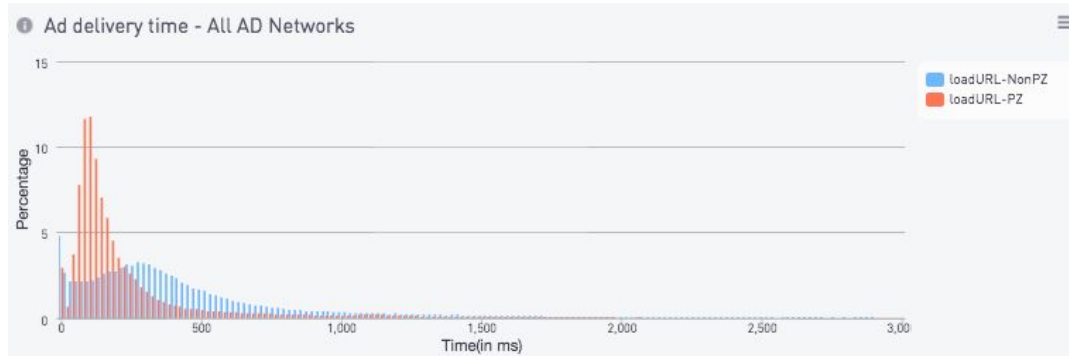
The PacketZoom team evaluated each studio’s unique challenges and integrated its SDK. The integration took less than an hour; No changes to infrastructure configuration and no additional hardware or software were required. The existing CDN infrastructure was kept and each studio was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom. All mobile games showed immediate improvement in reliability and speedup within hours of the PacketZoom SDK integration.

The Results

- 2.5X content download speedup for static content download.
- Nearly 90% connection rescue was noticed across the board.
- Using PacketZoom’s new 3rd Party API acceleration feature, Swrve’s response time was accelerated 4X, which resulted in improved user segmentation accuracy and streamlined interaction with Amazon DynamoDB .
- All mobile games that integrated PacketZoom’s Mobile Expresslane experienced significant speedup in ad delivery from various ad networks while decreasing ad failures.



Up to 2.5X speedup with PacketZoom

**Faster and more consistent delivery of Ads**

The mobile game publisher saw an additional benefit: since PacketZoom is placed in front of its CDN, it automatically offloads static content to the PacketZoom solution. For the company, it means a significant reduction in CDN bills.

PacketZoom Mobile Expresslane redefines mobile performance via in-app networking technology, customized for each user. By removing roadblocks in the mobile last mile, PacketZoom is able to significantly accelerate the performance by 2 to 3 times, rescue up to 80 percent of the sessions from TCP connection drop, and reduce CDN costs. PacketZoom is designed specifically for native mobile apps, making it the perfect solution for mobile game developers. For more information visit www.packetzoom.com