

# FORTAFY GAMES

## Fortafy Games selects InMobi as Preferred Monetization Partner to lead revenue for the #1 Hit App of the Year, Color Switch

Founded in 2015, Color Switch was picked up by [Fortafy Games](#) and has topped the app stores in over 100 countries - leading in the USA, UK and France. Grossing over 100 million downloads worldwide, Color Switch has rightfully gained the title of #1 addictive and fun action game and hit app of the year.

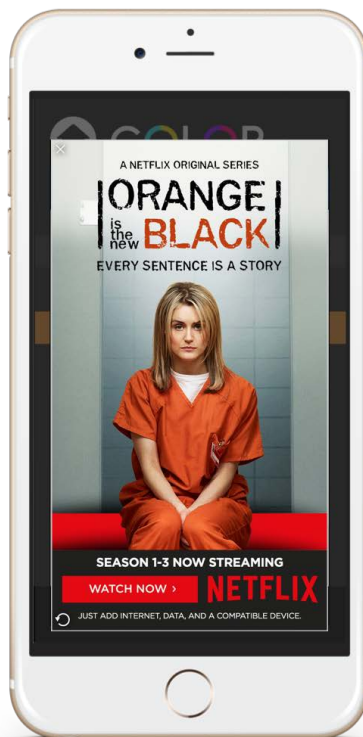
**#1**  
Ad network

**35%**  
Ad revenue increase

**1.8X**  
Higher CPM



InMobi Banner Ad



InMobi Interstitial Ad

**"InMobi is by far our biggest and preferred monetization partner.**

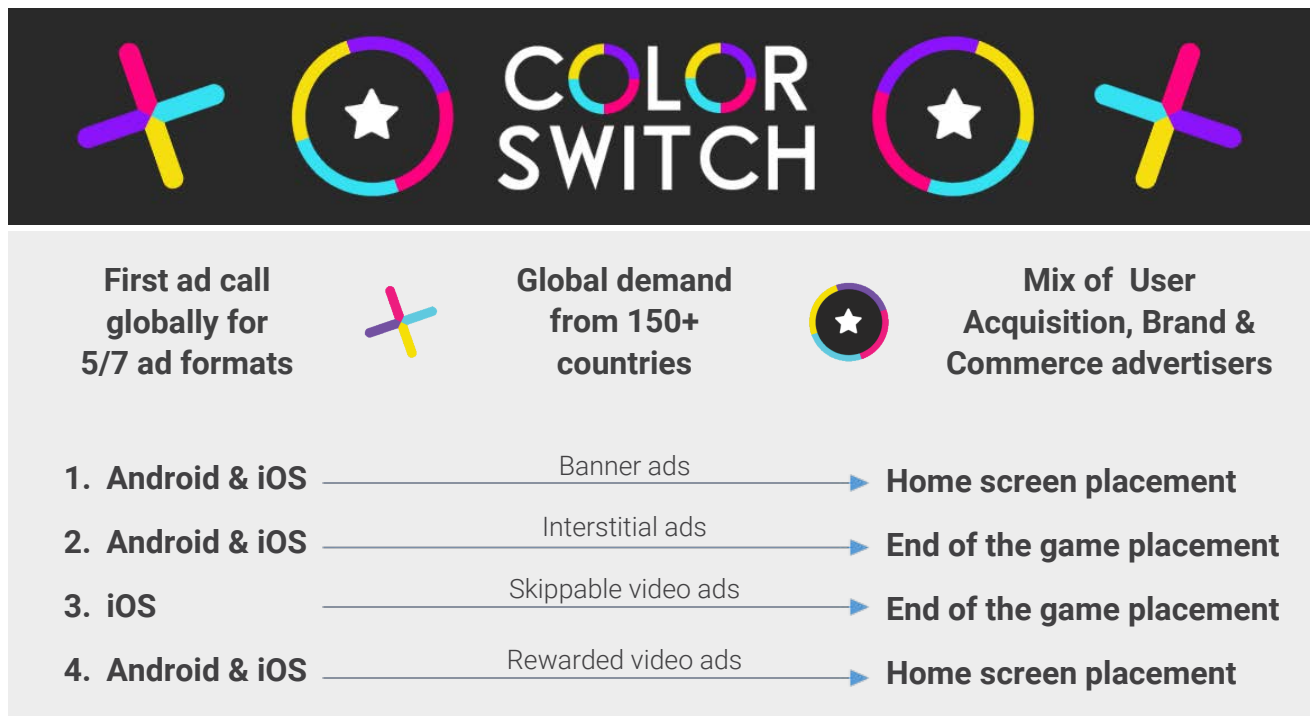
From setup, InMobi helped find the best placements to increase the quality of the user experience, increased optimization with expert account management and provides Color Switch with continuous value."

**Zeb Jaffer, Founder at Fortafy Games**

With more than 100 million downloads worldwide, Color Switch consistently tops the app store ranks as the free game category leader across iOS and Android. Like many gaming publishers, Fortafy Games relies on in-app ads to monetize their growing user base.

“The key to success for Color Switch lies in its flagship simplicity with unique colors, music and gameplay where users must defy gravity, and results in a refreshing and unexpected gaming experience. That is why our main focus is to monetize our vast user base without compromising the user experience” said Zeb Jaffer, Founder at Fortafy Games. “With a flawless combination of display ads - banners and interstitials, skippable videos and high performing rewarded video ads, InMobi provides us with a tailored mix of ad formats to reach our users in the friendliest way across the different placements of the game including main screen and end of game. We have seamlessly added InMobi ads in Color Switch from the onset and installs are consistently high while we enjoy great user retention rates. As a matter of fact, users reviews are consistently above 4.5 stars.”

Fortafy Games turned to InMobi’s monetization solution for gaming publishers. After nearly a year of working closely together, Fortafy Games enjoys sustained global revenue generation thanks to continuous personalized optimization. In particular, we implemented four different ad formats, mix of display and video, across the two ad placements available:



Given the global and overnight popularity of Color Switch, it was also critical that Fortafy Games find a monetization solution that could easily scale with consistent global fill rates to capitalize on the great adoption and user loyalty to the title. You can download Color Switch on the [App Store](#) and [Google Play](#).