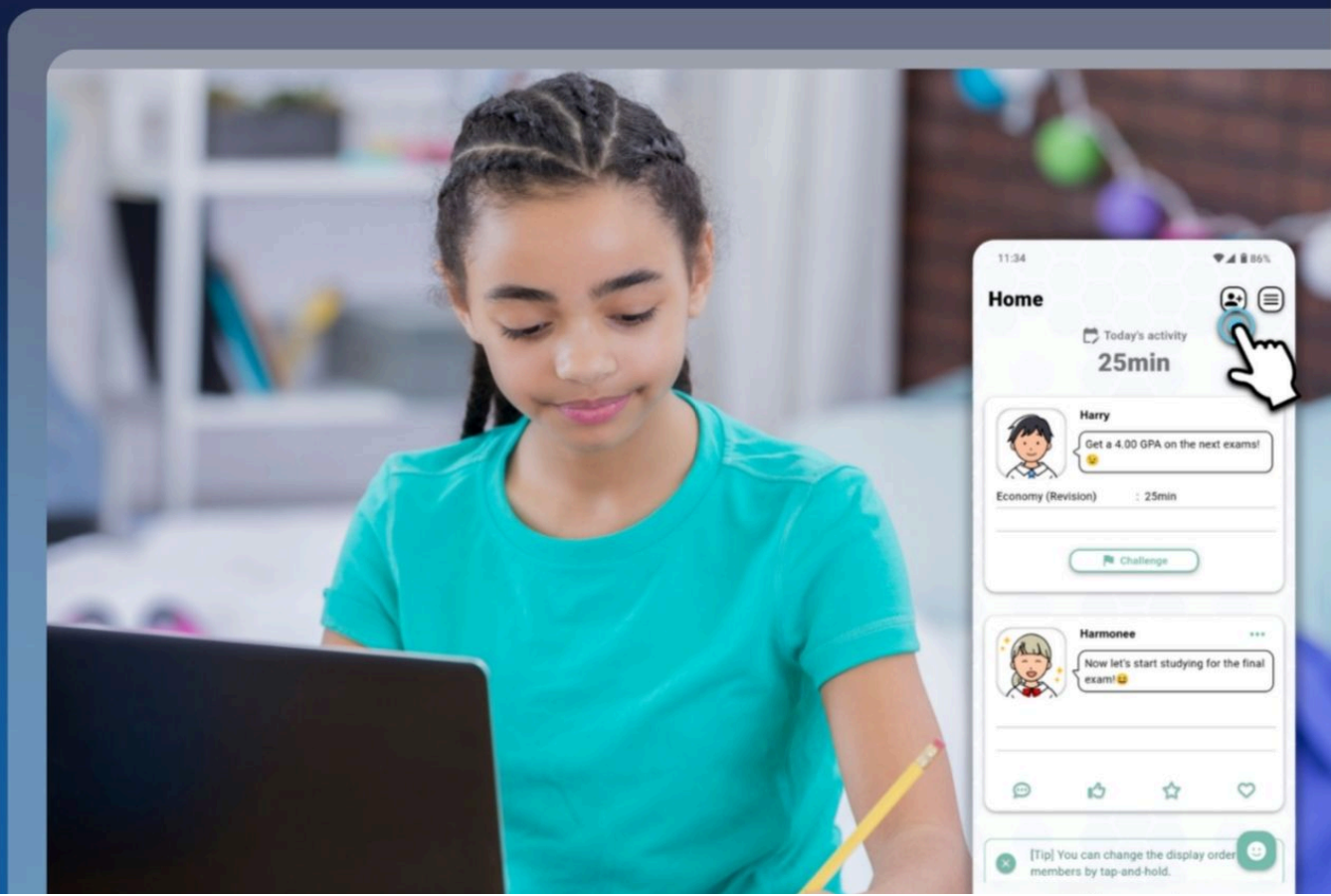


## Case Study

# How Study Circle Increased ARPDAU by 2.4x with Playwire



# 2.4x

## ARPPDAU Growth

Within two weeks of switching to Playwire, revenue per daily active user grew by roughly 2.4x compared to the standalone AdMob setup.

# Flutter

## SDK Integration

The playwire\_flutter package installed cleanly, with only a minor local environment configuration issue to resolve.

# Zero

## Manual Overhead

Playwire's fully managed model eliminated the ad ops burden entirely, freeing the developer to focus on building features.

# 2.4x

## Ad Impressions

Impressions more than doubled in the same two-week window, far exceeding the developer's initial expectations.

## About Study Circle

[Study Circle](#) is a free focus and productivity app designed to help students build better study habits. The app combines a social study experience with an intuitive

timer, progress tracking, and friend support features, making it easier for students to stay motivated and consistent.

The app is built and maintained by a solo developer. Because students typically have limited disposable income, keeping Study Circle free is a core commitment. That makes ad revenue the primary monetization channel, and getting that revenue right matters.

## The Challenge: Limited Inventory, Unlimited Complexity

Running ads on a free app sounds simple. For a solo developer, it rarely is.

Study Circle had been monetizing through AdMob as a standalone setup, without any mediation layer. The problem was straightforward but consequential: limited ad inventory meant limited fill, and limited fill meant the app wasn't generating revenue proportional to its user base.

Managing monetization manually was also eating into development time. Every hour spent watching dashboards or troubleshooting ad configuration was an hour not spent building features students actually came for.

There was also a harder constraint at play. Study Circle is a tool for students trying to concentrate. Aggressive or excessive ad placements would actively undermine the app's purpose. The developer needed a monetization approach that could perform within tight placement limits, not one that compensated for low CPMs with volume.

“Playwire solved the inventory problem my previous platform couldn't. As a solo developer, improving revenue without spending hours on complex mediation is the biggest win.”  
- Developer, Study Circle

## Integration: Flutter Made It Fast

Study Circle runs on Flutter, which could have complicated things. It didn't.

The integration primarily involved installing the `playwire_flutter` package. There was one minor configuration issue tied to the developer's local environment version, but it didn't require significant troubleshooting or back-and-forth. The process resolved cleanly.

That matters more than it sounds. For a solo developer, a painful SDK integration can consume days of focused time. This one didn't.

"Installing the `playwire_flutter` package was simple. I hit a minor local environment issue, but resolved it without any major problems."  
- Developer, Study Circle

# Results: 2.4x Impressions and ARPDAU in Two Weeks

The numbers came in fast. Within the first two weeks after switching to Playwire's RAMP Mobile App platform, ad impressions increased by approximately 2.4x compared to the standalone AdMob setup. ARPDAU grew by roughly the same multiple.

The developer had expected some improvement, but the scale of the increase far exceeded those expectations.

RAMP Mobile App connects publishers to 15+ premium demand partners, including AppLovin, Google, Unity, and Amazon TAM, through a single SDK. More demand sources competing for the same inventory means more auctions, higher competition, and better yield. Standalone AdMob, without mediation, couldn't replicate that dynamic.

"Ad impressions and ARPDAU both increased by about 2.4x within two weeks. I expected an increase, but these results far exceeded my expectations."

- Developer, Study Circle

# Support That Responds

One of the starkest contrasts with the previous provider was support speed and quality. Playwire's team provided quick responses and concrete advice rather than canned replies.

The moment that stood out most involved a GDPR compliance question. For a solo developer shipping a free app used by students across multiple regions, compliance isn't optional and it isn't simple. The Playwire team responded immediately with specific, practical guidance.

"It's more consistent with Playwire. With my previous provider, I had some huge weeks, but I prefer the stability. That was one of the first things I asked about when I came on board."

- Founder, Flagdoku

That responsiveness has real operational value for a one-person team. It removes a category of risk that would otherwise require either deep personal expertise or expensive outside help.

# Day-to-Day Platform Experience

The developer spends regular time in the analytics dashboard, and the experience has been positive. The platform's layout is clean and the reporting is fast to navigate, with breakdowns by country and demand source available without digging.

Knowing which demand sources are performing and which geographies are driving yield informs decisions about where to invest development time, which features to prioritize, and whether the ad setup is working as intended.

"Clean layout, fast reporting, and country and demand source breakdowns right where I need them. Easy to use from day one."

- Developer, Study Circle

## What It Means for a Solo Developer

The case for Study Circle isn't complicated. A developer running a free app on a tight placement budget, for an audience that needs ads not to interfere with the product, needed monetization that worked harder per impression.

Switching from standalone AdMob to RAMP Mobile App delivered 2.4x impressions and 2.4x ARPDAU within two weeks. The managed service model means ongoing optimization, demand partner relationships, and compliance support are handled without requiring manual effort from the developer.

More time building features. Less time managing ad infrastructure. That's the trade Study Circle made, and the early data supports it.

"By streamlining ad management, Playwire allows me to refocus my energy on building features that truly matter to our users"

- Developer, Study Circle

## Amplify Your App's Ad Revenue

Study Circle's results reflect what happens when a solo developer stops leaving demand on the table. If your app is running standalone AdMob or a limited mediation setup, you're likely in the same position: great engagement, undermonetized inventory.

Our [RAMP Mobile App](#) platform connects you to 15+ premium demand sources through a single SDK, with fully managed service, unified payments, and a yield ops team that handles the optimization work so you don't have to.

[Apply now](#) to see what your inventory is actually worth.