CASE STUDY · PLAYSUPER × TESLATECH · THE CALLBREAK CASE · MAY 2026

How a 100M+ download game added +5.2% ARPDAU across its 1.5M+ DAU base, from brand budgets.

Today, PlaySuper is delivering a **+5.2% ARPDAU uplift** across CallBreak's entire 1.5M+ player userbase. Inside the exposed cohort itself, the uplift is **+52.5%**. Anything beyond these observed numbers is a conservative projection.

ARPDAU UPLIFT TODAY	COHORT UPLIFT (PROOF)	BRAND GMV (PROJECTED)	SDK UP-TIME	SDK INIT TIME
+5.2%	+52.5%	~$180K	99.95%	<50ms
Across CallBreak's entire 1.5M+ DAU userbase	On the 100K exposed cohort, validated against control	Per month at full rollout, on conservative projections	Top-tier SDK reliability in production	Non-blocking. No impact on host-game cold start

The headline is today's uplift across CallBreak's entire 1.5M+ DAU userbase. The +52.5% on the cohort is the per-user economics; anything further is a conservative projection. **No IAP changed, no ad load added, no new screens, no new attention demanded.**

EXECUTIVE SUMMARY

A new revenue line, sourced from brand budgets and validated against a clean control.

PlaySuper layered a new brand-funded revenue line onto CallBreak, Teslatech's 100-million-download multiplayer card game, without changing IAP, expanding ad load, or asking players for new attention. The integration was rolled out to 10% of the 1.5M+ DAU base as a controlled first cohort, with the remaining 90% held out as a clean control.

At today's controlled rollout (<10% of the 1.5M+ DAU base), PlaySuper already lifts ARPDAU by ~5.2% across CallBreak's full 1.5M+ DAU base, a real revenue line on the studio P&L sourced entirely from brand budgets, with no impact on existing IAP or ad inventory. On the 100,000-player cohort where PlaySuper is actually live, the uplift is +52.5% (a recurring $5,000+ in monthly studio share against the clean control); that cohort number is the per-user economics, and we deliberately do **not** scale that cohort uplift linearly to the full base. On conservative projections, full 1.5M+ DAU rollout is forecast at **~+13% ARPDAU uplift**, **~$17K/mo** in recurring studio revenue, and **~$180K/mo** in brand GMV, still the largest single brand-funded contribution to Teslatech's P&L, and materially additive to existing IAP and ad revenue.

100K	10–15%	$53K	$5K+	+52.5%
Exposed cohort (<10% rollout)	CTR across multiple PlaySuper tiles	Monthly brand GMV	Monthly studio share	ARPDAU uplift on cohort

What's inside

SECTION 01 / CONTEXT

The game, the audience, and the monetisation gap.

The game

CallBreak is a multiplayer trick-taking card game developed and published by Teslatech. By every external measure, it is a category leader: more than **100 million** Google Play downloads, **550,000+** user reviews, a **4.3** star rating, and a daily audience of approximately **1.5 million** card-game players concentrated across South Asia and the diaspora.

The challenge

Like most casual card-game titles, CallBreak's monetization model rested almost entirely on ads and a small fraction of paying users (roughly 5%). The remaining 95%+ of the daily audience opened the app, played, sustained the social fabric of the multiplayer lobby, and contributed only via ad revenue to the revenue line.

Two structural pressures compounded the problem:

- Display and rewarded-ad placements were saturating attention without converting at scale, with click-through degrading over time and ad eCPMs sitting in the low end of the casual-card-game range. **60% of the daily audience goes offline** before monetisation can reach them, lost to save-data prompts and ad fatigue before a single impression is served.
- Pushing harder on in-app purchases or expanding ad load risked alienating the free, social player base whose presence was the product itself.

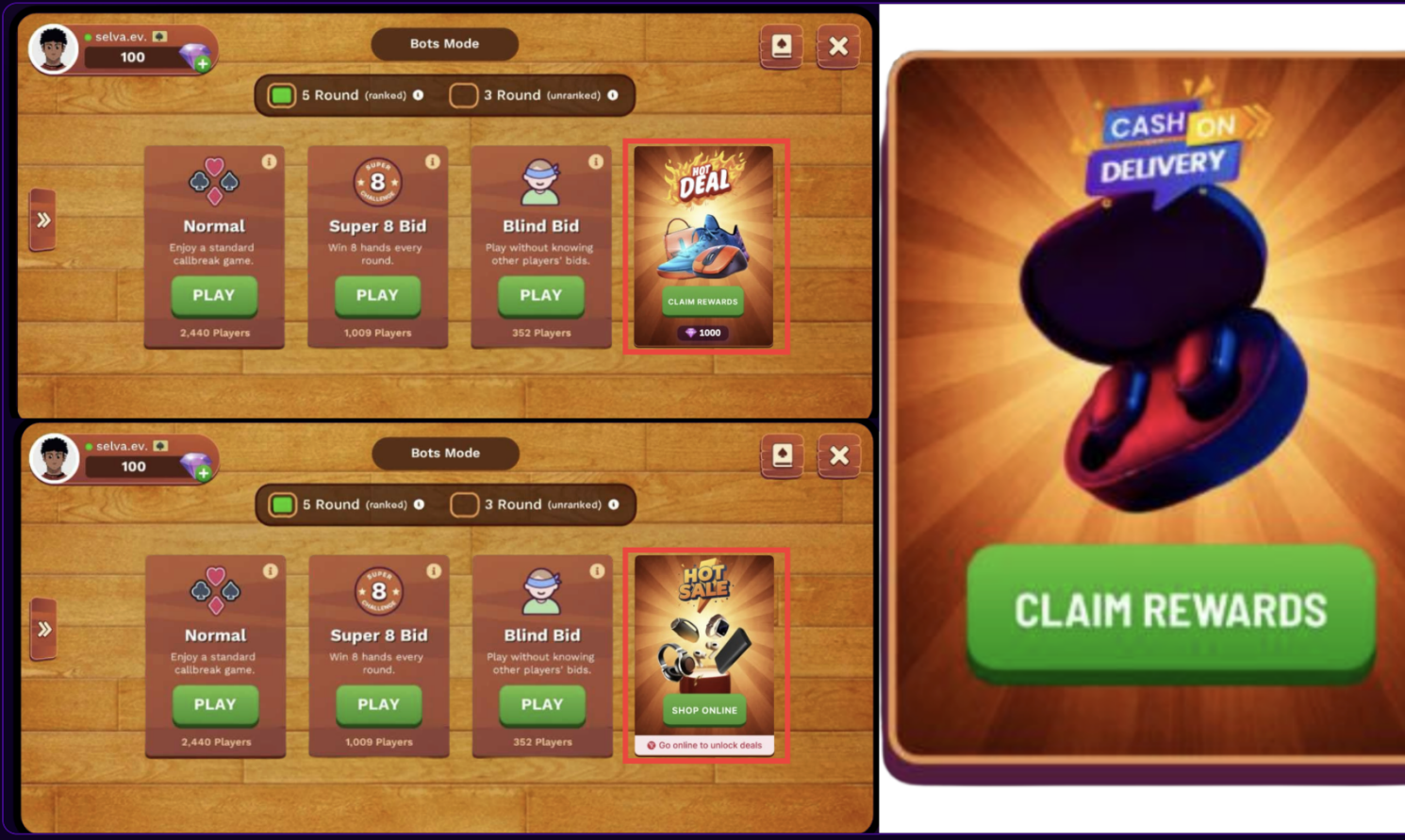
Teslatech needed an additional monetisation channel that drew from a separate pool of capital and did not compete with the studio's existing revenue surfaces.

SECTION 02 / THE PARTNERSHIP

Two native tiles in the existing lobby. No new screens. No new attention.

Integration model

PlaySuper is a brand-funded commerce platform that delivers real-world coupons, gift cards, and physical goods to players as in-game reward units. Brands fund the inventory as a customer-acquisition channel; the publisher earns a share of every redemption. For CallBreak, the integration was scoped narrowly: two native tiles inside the existing game lobbies, alongside the game-mode cards players already see.



Inside CallBreak. Two PlaySuper tiles in the Bots Mode lobby (left), and a close-up of the Cash-on-Delivery reward unit (right).

Controlled rollout

To validate the model before scaling, Teslatech limited the first integration to a controlled-scope audience: a 100,000-player exposed cohort, drawn from CallBreak's 1.5M DAU base. All cohort metrics in this case study are observed on that cohort. An equivalent control cohort was held out for comparison.

The two surfaces

DYNAMIC TILE

Play Online lobby

A dynamic Hot Deals tile powered by PlaySuper's API surfaces real-time, contextual offers that update automatically and transform during sales and limited-time campaigns with countdown timers and high-contrast cues. The same lobby plays differently on a sale day than on an ordinary Tuesday.

STATIC TILE

Play Bots lobby (offline)

A static tile sits next to the game-mode cards. Its objective is to convert offline users into active, online users via reward-led activation, an instant deal that pulled **10% of offline players online**, lifting ad-impression volume for the studio while bringing in users primed to buy.

Three creative variants in production

- **Native and subtle.** A tile that blends with the lobby and sparks curiosity without disrupting gameplay (familiarity-led discovery).
- **Reward-led.** A tile that brings coins and tangible benefits to the forefront, linking gameplay to real-world deals (value-led discovery).
- **Direct and action-driven.** Bold visuals, an explicit CTA, and a Cash-on-Delivery badge to remove first-time-buyer hesitation (trust-led conversion).

Engineering footprint

> **Trust, built into the integration.** Single payment gateway, merchant of record, PCI-compliant settlement. Brands pre-cleared on category and quality. Studios keep full creative, frequency, and placement control.

The SDK integration was completed by Teslatech's engineering team in a matter of hours, with no rebuild of core systems and no impact on existing IAP or ad inventory. Placement, frequency, and creative remain under full studio control.

Phase 1: Intent Mapping.

The first move was low-commitment engagement, designed not to convert, but to listen. Every interaction generated a behavioural signal: what this audience gravitates toward, and what they walk away from.

Phase 2: Demand Activation.

Those signals fed directly into the commerce layer. Catalogue, pricing, and placement were configured around demonstrated behaviour, not genre assumptions. The audience didn't discover the store, the store was built around them.

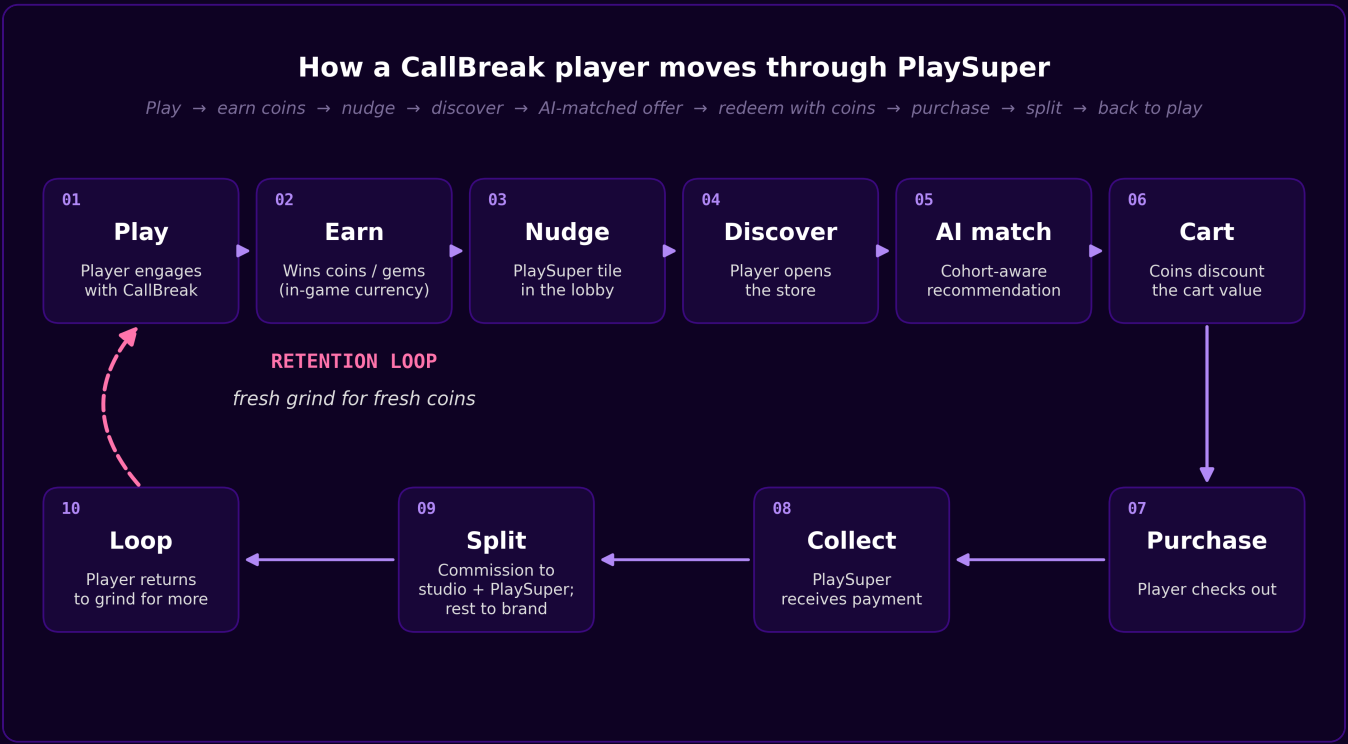
The result: a commerce layer that felt inevitable to the audience it was designed for.

SECTION 03 / USER FLOW

How PlaySuper works for the player.

The PlaySuper experience is engineered around the existing motivation loop of the game, not bolted on. Players already grind for in-game currency, soft, premium, or a reward currency PlaySuper can issue on the studio's behalf, and PlaySuper turns that currency into a discount on real-world rewards, then returns the player to the game with fresh purpose. The diagram below walks through one full cycle, from the moment a CallBreak round ends to the moment the next one begins.

The player journey, end to end

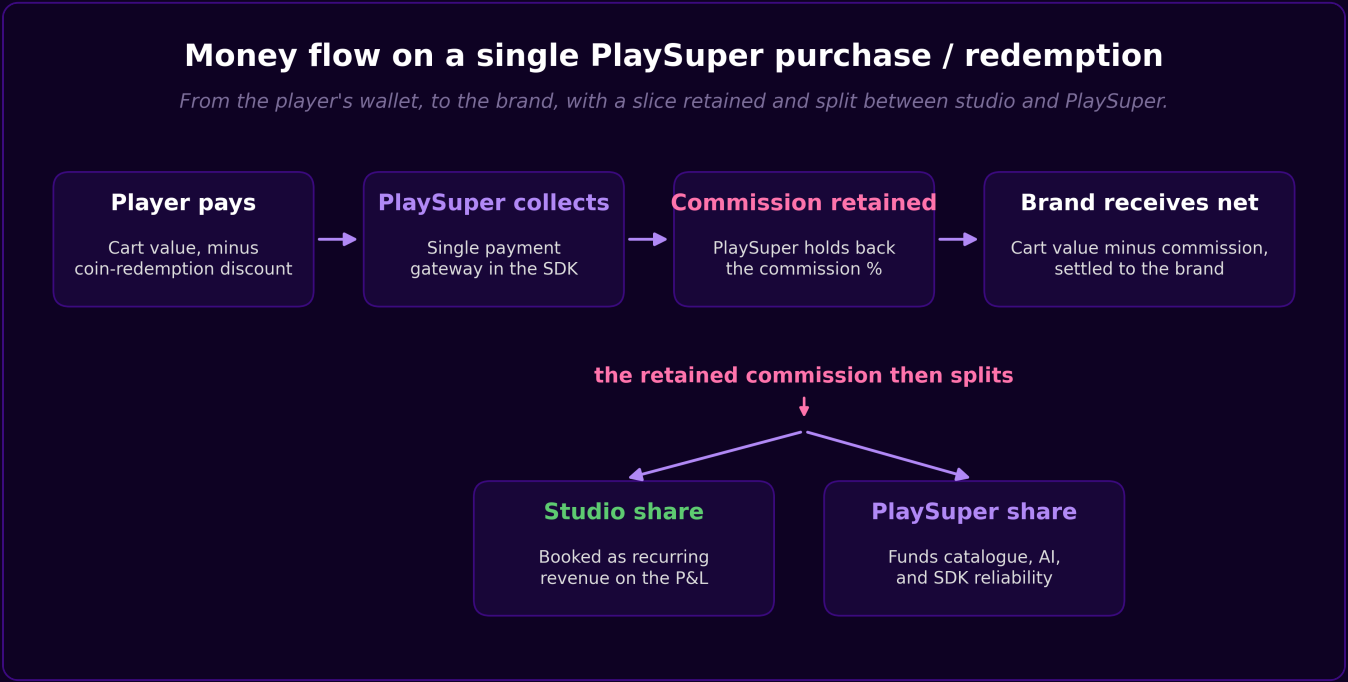


Ten-step PlaySuper loop on a single CallBreak player. The dashed return arrow is the retention engine: earned currency is only valuable if the player keeps playing.

Three behaviours are worth calling out. **First**, the in-game currency is doing real work in the cart: it isn't a vanity badge, it is a price reduction on a physical good or a gift card the player actually wants. **Second**, PlaySuper's recommendation layer is cohort-aware. The first tile a player sees is calibrated to what their cohort buys, not to a generic catalogue. **Third**, the loop closes deliberately: every redemption rewards more grinding, and every grinding session feeds back into eligibility for the next reward.

Money flow on a single redemption

The commercial mechanics sit underneath the player journey. PlaySuper acts as the merchant of record on every redemption: a single payment gateway lives inside the SDK, the player checks out once, and PlaySuper settles the rest. The retained commission is the only revenue line that matters for the studio, and it is split transparently between the studio and PlaySuper.



Cart-to-P&L money flow on a single PlaySuper redemption. Brand receives the net of the cart value; the retained commission splits into a studio share and a PlaySuper share.

The same single-gateway model that makes redemption simple for the player also makes settlement transparent for the studio: every dollar in the cart is reconciled against a brand payout, a commission retained, and a studio share booked, **no ad spend cannibalised, no IAP discounted, no new merchant relationships to manage.**

SECTION 04 / SDK STABILITY

The engineering case partners care about.

PlaySuper ships as a third-party SDK inside another studio's production binary. Stability isn't a marketing claim, it is the precondition for being allowed in. These are the partner-facing SLA targets PlaySuper holds itself to.

METRIC	VALUE
SDK size	< 200 KB
SDK initialisation time	< 50 ms
SDK touchpoint service time	< 200 ms
SDK availability	99.90%
SDK up-time	99.95%

In their words: the engineering view

> “ Wiring PlaySuper into CallBreak took our engineering team a matter of hours. The SDK has been quietly stable in production since day one, no destabilising impact on IAP or ad inventory, no edge-case crashes that hit our radar, no late-night rollbacks. For the value it has added to the studio P&L every month, that's about as light a lift as we have ever taken on a third-party integration.
>
> — CTO, Teslatech

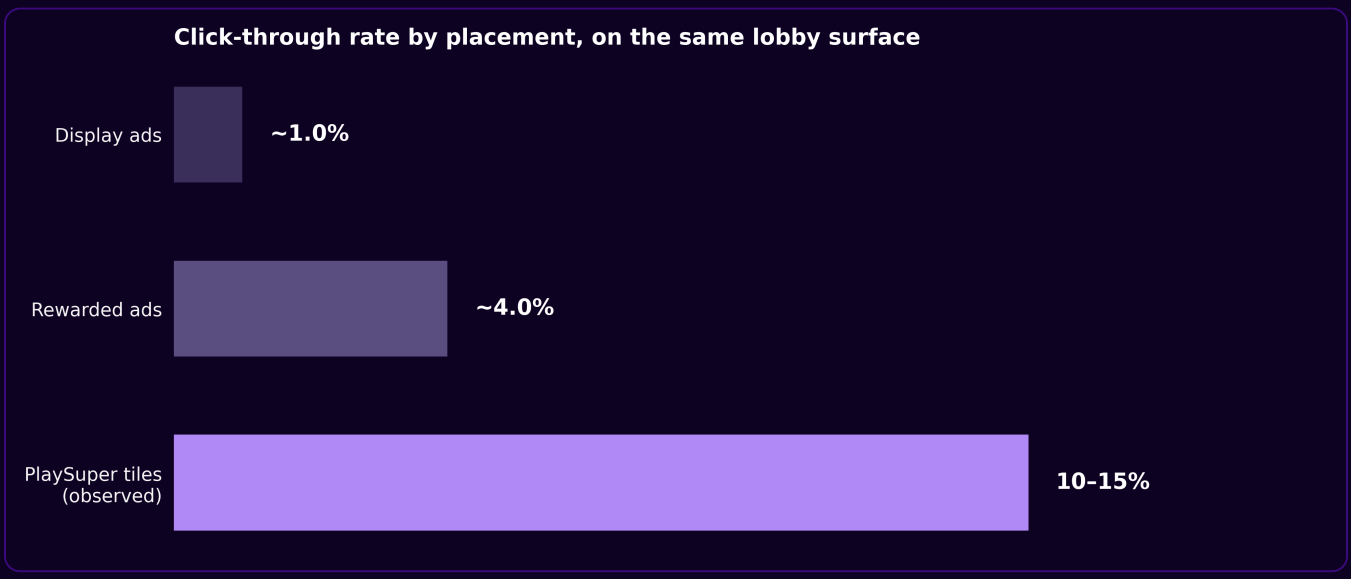
The CallBreak rollout is the empirical proof: the SDK was wired into a 100M+ download production title in hours, has run continuously across the 100,000-player exposed cohort with no observable destabilising impact on existing IAP, ad inventory, or core game systems, and is on a path to scale to the full 1.5M+ DAU base.

SECTION 05 / RESULTS & IMPACT

CTR, revenue chain, and the ARPDAU uplift.

Click-through performance

On the 100,000-player exposed cohort, PlaySuper tiles consistently outperform the studio's existing ad inventory on the same lobby surface, competing for the same player attention.



Revenue chain

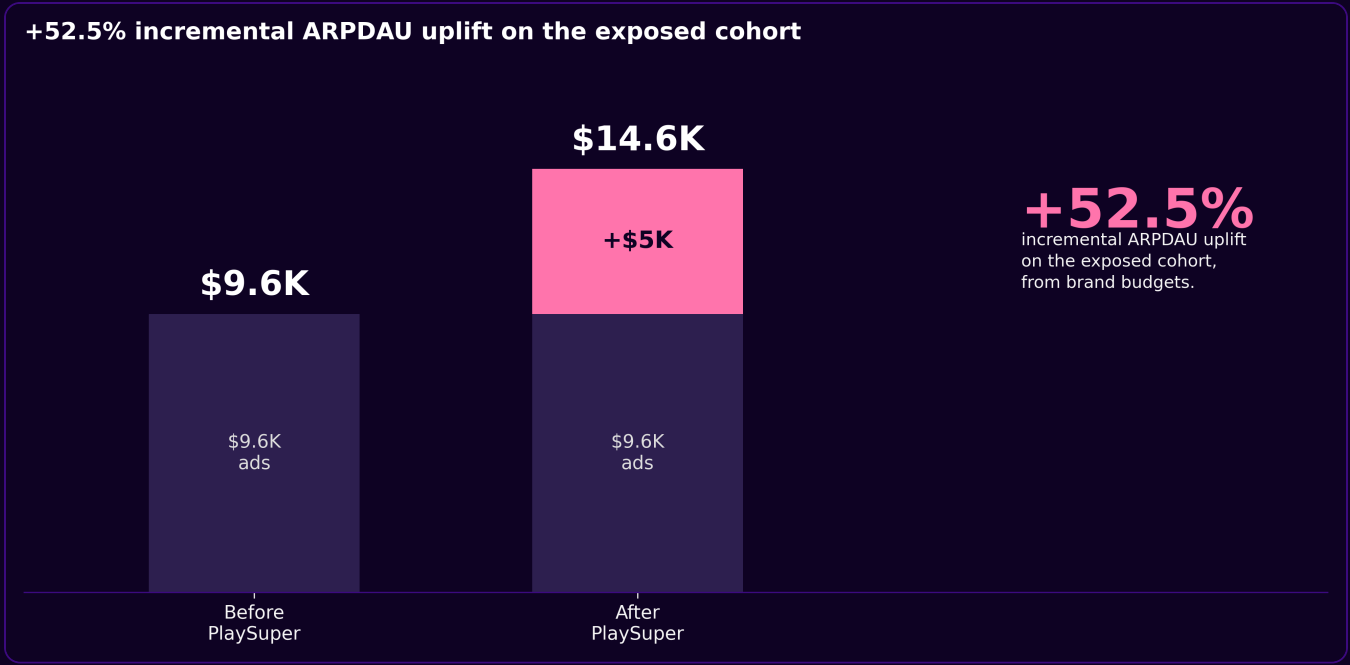
On the exposed cohort, click-through compounds into hard revenue end-to-end, from CallBreak's daily audience down to a recurring monthly line on Teslatech's P&L.

ARPDAU impact, cohort and full base

On the 100,000-player exposed cohort, PlaySuper layers an additional $5,000+ per month in recurring studio share on top of CallBreak's existing ad-supported economics, a **+52.5% incremental ARPDAU uplift inside the cohort.**

Translated to CallBreak's full 1.5M+ DAU userbase, that same $5,000+/mo contribution registers as a +5.2% ARPDAU uplift across the entire game, the headline number Teslatech sees on its P&L every month.

Projecting to 100% PlaySuper exposure, we deliberately do not apply the +52.5% cohort uplift to the full base. On conservative projections, full 1.5M+ DAU rollout is forecast at ~+13% ARPDAU uplift, ~$17K/mo in recurring studio share, and ~$180K/mo in brand GMV, still the largest single brand-funded contribution to the studio P&L.



Today, PlaySuper is delivering a **+5.2% ARPDAU uplift** across CallBreak's entire 1.5M+ DAU userbase, funded by brand budgets, not ad budgets. No ad inventory traded. No IAP discounted. Anything beyond this is a conservative projection.

SECTION 06 / WHY IT WORKED

Six structural factors. Durable, scalable, self-reinforcing.

Six structural factors explain why the integration delivered a measurable uplift inside the first cycle, and why the uplift is durable, scalable, and self-reinforcing, not promotional.

01 **Shift from impressions to purchase intelligence.**

PlaySuper analyses purchase behaviour to identify which categories drive real transactions. The result is a catalogue configured around demonstrated player behaviour, and gives studios a sharper read on their own user base.

02 **Native placement, no new attention demanded.**

PlaySuper tiles live alongside game-mode cards in surfaces players already use. Every monetisation layer that asks for new attention competes with the game itself; this one does not.

03 **Brand-funded, not redistributed.**

Uplift is sourced from brand-marketing budgets, a separate pool of capital from ad-network spend. No cannibalisation of IAP or ad-stack revenue.

04 **Real-world reward density.**

Coupons, gift cards, and physical goods clear at meaningfully higher rates than virtual currency, because the offers are denominated in things players actually want.

05 **Linear scaling with exposure.**

The economics observed on the 10% cohort hold for every additional cohort added. There is no diminishing return until brand inventory itself becomes the constraint, well above current rollout levels.

06 **Retention reinforcement, by design.**

The user-flow loop in Section 03 makes the in-game grind itself more valuable: every coin a player earns becomes a real-world discount they can redeem in the store. On the cohort, this shows up as steadier session frequency, higher returning-DAU, and a healthier top-of-funnel for the studio's existing ad-supported economics. PlaySuper's revenue contribution is incremental; its retention contribution compounds underneath the studio's existing KPIs.

SECTION 07 / IN THEIR WORDS

From the studio's side of the desk.

> “Honestly, what surprised us most was seeing $5,000+ a month flow back when we'd only rolled PlaySuper out to under 10% of our daily audience. The SDK itself took our team only a few hours to wire up, no rebuild, no friction. The uplift to ARPDAU on the exposed cohort has been clean and incremental, and we are now redirecting that fresh, brand-funded revenue straight into user acquisition. PlaySuper effectively gave us a new growth budget that wasn't on our P&L before, with significant headroom remaining as we scale exposure to the rest of our audience.
>
> SUJAN SHAKYA, CEO, TESLATECH

SECTION 08 / ABOUT PLAYSUPER

A brand-funded commerce platform for the entire daily audience.

PlaySuper unlocks monetisation across a studio's entire daily audience, not only the small fraction that pays for IAP. By delivering real-world brand value, coupons, gift cards, and physical goods, as in-game reward units, PlaySuper turns engaged free players into a revenue stream sourced from brand-marketing budgets. The same model works across mobile, console, and PC titles, and against any in-game currency a studio runs, soft, premium, or a reward currency PlaySuper issues on the studio's behalf.

Estimate the upside for your title.

Plug in your DAU and we'll model your projected studio revenue, brand GMV, and ARPDAU uplift in 60 seconds, before you talk to anyone on the team.

Try the revenue calculator →

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