MAU [Talk]
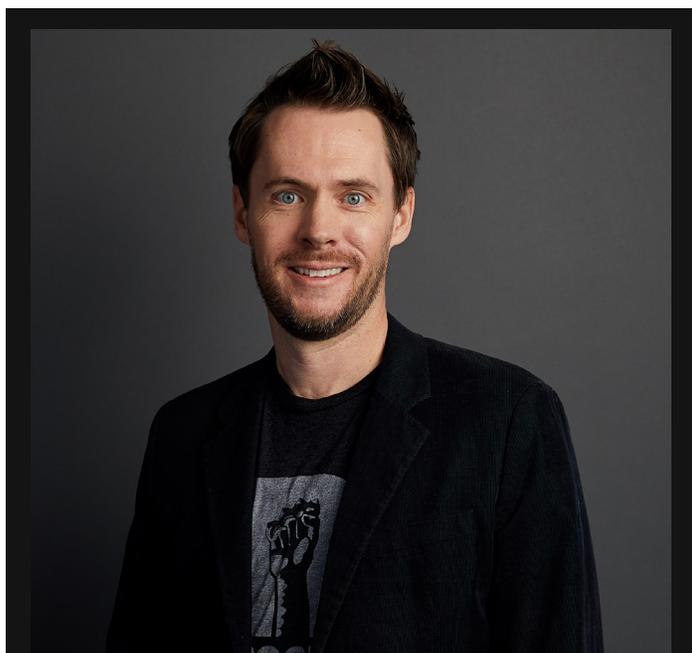
EP. 001

A CONVERSATION WITH:

ROGUE GAMES

BRYAN BUSKAS

COO

Adam Lovallo [00:02]

Thanks everybody for joining. Brian. Thank you. So I'm excited about this episode. I've known Brian probably since I started in MAU, maybe six years ago or something.

He's got a really interesting background, having been on the publisher side, on kind of the vendor or sale side and then now again on the publisher side as a CEO at rogue games. So really interesting background, we can talk about mostly acquisition, I imagine. But yeah, Brian. Thanks for doing this. Appreciate it.

Bryan Buskas [00:39]

Thanks, Adam, great to be here and excited to support the new show.

Adam Lovallo [00:44]

Yeah, let's see if we can keep it going.

Um, okay. So, first of all. Could you remind me at the end of your time at ad colony, what was your title in your last day there?

Bryan Buskas [01:07]

Yeah. So as part of the founding team of ad colony, almost 10 years ago, and we were about 15 people and we were actually a game developer. So we built 15 of the first 200 games and to launch to the app store back in 2008 or 2009

Adam Lovallo [01:24]

Was the company formed in response to the app store world or were you doing…

Bryan Buskas [01:27]

Yeah. The company was founded as one of the first mobile developers actually had a key to publish games on the launch of the App Store and before the Launch of the App Store was actually building some of the very first and only games are optimized for the Safari browser on the first iPhone. Because there was no app store. There were no games. So, yeah.

Fast forward, ad colony you have this great cross-promotion tech we created this thing you know rewarded video we really kind of pioneered that rewarded video format us to the cross star, you know, ultimately came 200 mobile games and ultimately launch that technology to the world to every developer out there. So I started out really running marketing and acquisition for our actually our own games.

I think when I started at ad colony it was called Jirbo. If you look in glues financials still today, you'll still see the name Jirbo Inc. I think ad colony is just the dB A still but we came at it from the developer lens and the acquisition lens and, you know, one day, the CEO sat me down and said look, Brian we want you to start a whole new organization of the company, you know, working with game developers on acquisition. So you know toured San Francisco, tour of the world. Built the business up very, very fast. As we were getting supply and all the biggest games from glue and you know all the early tiny co pockets and all the kind of early movers, green DNA.

Yeah, mobile, mobile-first gaming companies, mostly out of the Bay Area to, you know, fast forward we sold the company and our software in 2014 - summer 2014. And from there I stayed on for two and a half, three years as chief customer officer and we were publicly traded in Norway and oversaw the whole developer business which ultimately was, you know, close to a billion dollars in mobile acquisition dollars from mobile developers that flowed through ad colony over those years.

And, you know, a very kind of skilled team of tools and technology, you know, all around video we, you know, at the point I think we have the largest supplier, you know, mobile video and rewarded video in 2014-15, before Facebook and fan and other platforms really entered the rewarded video space.

Adam Lovallo [04:00]

Let's talk about.. let's talk about that. Because now, you're on the publisher side. Um, so, you know, obviously, ad colony, a huge player, if you look at it at the space today specifically rewarded video as like inventory. Yeah, I mean, how big is Facebook audience network like where do you see it today? I mean, do you buy this stuff in support of your own games?

Bryan Buskas [04:29]

Yeah. Now if I compare and contrast, let's say, you know, seven, eight years ago, the top-grossing mobile developer, you know, used to buy direct probably from 70-80 different partners. Like in app, right.

Yep, and hand by hand. You know, before programmatic and before you know a lot of these that's what you needed to drive, you know, billions of users and billions of impressions a day. For you know some of the most profitable games in the world.

Fast forward to today, and at rogue, we're on the opposite end spectrum, right where we are a, you know, smaller indie publisher, we are you know one of the largest publishers on new game services like Apple arcade and Google Play pass, but in the free to play world, you know, we take fewer shots we take, you know, fewer titles and, you know, as you're just getting a game off the ground, you know, really Facebook and Google is enough to, you know, get you off the ground until you're spending, you know, six figures, a month, so I think it's a little bit different today where you think of the mix, I think ad colony just put out I think the kind of state of the media mix recently, which was a survey that I started six, seven years ago.

Adam Lovallo [05:38]

I remember, I remember

Bryan Buskas [05:39]

I think we used to present it like at MAU.

Adam Lovallo [05:41]

Absolutely. I remember.

Bryan Buskas [05:41]

It was a packed house because there was some of the only data that showed you know how video how playables, how display, how incentivize was declining how just how the market was changing, but I think, to your question.

Yeah. Today, until you get to, you know, six figures, a month, you know, Facebook, Google, you know, maybe a few other major, you know, social platforms are enough

And then you can layer in that next batch of, you know, rewarded video partners or playable partners or you know programmatic partners, right, and most teams, you know, kind of grow as such, with, you know, kind of leadership or owners of each of those different you know whether it's formats or channel partners, you know, programmatic playables, video but I think you know today as I look back last 10 years, 10 years ago the biggest mobile developers didn't even have video ads for their mobile games.

We had to build a lot of these in house and, you know, put the creative people on these games and build the first purely mobile, video ads.

On the demand side. You didn't even have creative. But today, you know, you've got probably the biggest guys running, thousands of mobile, video creatives every single month per product right so like creative at mass scale. On the other hand, you got, you know, very complex new ads like playables that used to take an engineer and 100 hours to build one in HTML5 to today you have tools and you can build, you know, hundreds of them in a month. And we see them every day we see them in our apps and games and even on the app stores with things like instant apps on Google Play.

I think it's really interesting, you know, app clips and iOS 14 what Apple announced to these kind of many apps that you will have and you'll have access to native experiences without downloading the full app on your phone, right. So, this whole world is, you know, getting the everything's kind of coming together. It's always changing, especially from the gaming side, you know, today we're pretty much exclusive rewarded video across all our games on the monetization side, we don't do…

Adam Lovallo [07:41]

Really

Bryan Buskas [07:41]

Yeah. Word of mouth on video is more than enough and you know, probably about eight players are all that's in our mediation stack to maximize, you know, fill and revenue there.

Adam Lovallo [07:59]

And do you get, is there specifically rewarded video demand from Facebook? I mean not that's a significant part of their audience.

Bryan Buskas [08:06]

Yeah I'd say it's at the top of the mediation stack, right, depending on the game and the genres and the giant. Right, it's the usual suspects. It's, you know, Facebook and Google and, you know, you see, unity up there, a lot today as well too

You know more, the bigger platforms and had a lot of data have a lot of automation have a lot of tools. And then, you know, all the rest of the other kind of specialist players, right the bungles, the ad colony's, the iron sources

Yep, the app lovin's, you know, whoever that is, you know, depending on the region depending on the game, depending on the genre, you know, may outperform but you do kind of I'd say, you know, have that solidified kind of top two, top three

You know, and kind of where the world's at today in terms of mobile, video monetization That's the opposite side of the coin of the acquisition side right

Adam Lovallo [08:55]

Yeah, well, but then it tells you where the demand is as well.

In your time. Well, in the current role or maybe even going back to the ad colony days. Did you see much penetration of either rewarded, like just regular rewarded video or, even "playables" which are somewhat ill-defined for non-gaming apps, because even today and I say this as an end-user, I personally don't see much, but I'm not. I don't know that I'm using Facebook and Instagram. It's like, I'm not as sufficient of a consumer to be a good gauge. Like, did you see that sort of demand on a performance basis?

No doubt, at least brand dollar spending… And what do you think that is today, or is that still not really a thing?

Bryan Buskas [09:43]

No, I think, you know, from the platform side, we always saw things for probably you know 70% games and 30% non getting from the mobile developer side, let's call it

Adam Lovallo [09:54]

Yeah.

Bryan Buskas [09:55]

From the mobile-first, mobile-only type companies and there were definitely you know standouts in there. Transportation apps - the Uber's, the Lyfts and all these guys were very kind of forward-thinking, you know, food delivery services. There was a period where you know fantasy sports, the Draft and fan duels.

You know, these types of companies were really kind of pioneering and, you know, taking a lot of what worked for games and applying that to, you know, something that was kind of in the middle, right. It was you know, you could call those games, you could call it you know whatever you wanted fantasy sports but you know they were all kind of living together, and then we even did see breakouts.

So I think, you know, we saw forward-thinking like digital brands, you know, that would, you know, wanted to do something new. They had to do something different on mobile. Right.

Adam Lovallo [10:50]

But were those performance campaigns or were they sort of, you know? Yeah. No, they were really?

Bryan Buskas [11:00]

Yeah. I think it's more. I mean, they tend to be more than these are companies that work with specialist agencies, they're more of the, you know, publicly-traded, you know, highly digital type companies. Right. Probably less the CPG and

Adam Lovallo [11:11]

Yeah, yeah, yeah. The AirBnB's in the world.

Bryan Buskas [11:14]

Yeah, no, we saw a lot, you know, they could be you know apps that I see personally right could be Turbo Tax and Intuit could be, you know, things that are more interactive.

You know experiences that you can. It's funny, like 15 years ago, people talk about gamification right and gamification was this big thing that you know the probably the CEO of Coca Cola was talking about saying, hey, how do I gamify parts of my brand. Make it fun to, you know, new consumers right and

You know, that's essentially what playable ads are have become right they gamify advertising to kind of pull you in. And it doesn't really matter if you're I think a game today.

I see it a lot. I, I play golf. I get targeted with golf ads, you know, thousand percent that's pretty much all I see in any social network all the time so you know I don't I don't see a lot. But if you look at tools like app annie or

Others that pull all the creative yeah you see creative from everything from sweepstakes apps from, you know, forward-thinking digital brands, you know, food delivery services, any kind of app based company on a performance basis.

Adam Lovallo [12:26]

Interesting. So, if I were to go to into an app annie can you distinguish, do they go to the level to distinguish between rewarded or playable or whatever, like does that exist?

Bryan Buska [12:36]

Not really on the creative side, but you can suck it out.

Yeah, everyone's getting a crack at all this creative now. There's so much creative out there if the top guys are, you know, have 1000 pieces of creative for one game, you know, and 10 channels right there's now millions. You know, if not hundreds of millions of pieces of creative out there. So, you know, there's services that just track that. We use App Annie and App Annie does a great job to you know to look and see, and I think that's part of the challenge with things like hyper casual, which is At one end of the spectrum where there's just so much iteration and these companies are able to put out games, literally, it seems like daily if not hourly right and the playable ads that support that, right, or the same thing they're, you know, they're turning those things out faster than ever before to

Really let you try the game. You know, before you download it. And that was actually the whole like thesis of app on board. We call them demos. We didn't call them a playables and I think. As an advertiser, at a game company I love playables. You know, I call them playables, but to a brand you know the word gaming and playables, you know, still has

Adam Lovallo [13:51]

Yeah. Negative connotation for sure

Bryan Buskas [13:53]

But, you know, we call them demos, these are product demos, right, they are you know in their best form where playables work. I would say they are true to the experience they're gonna be. They're not the clickbait and the fake playable that's

Adam Lovallo [14:08]

Yeah because you see that a lot

Bryan Buskas [14:10]

We see it every day and every where. And people have built apps just based on those clickbait type of ads.

You know, I've seen better performance on the other end. Right. I'd rather have a much lower kind of click through upfront, but a much higher conversion rate right and a much higher conversion rate into purchasers and things like that, to me, that's a more longer term, you know, as you're kind of building the business and getting real players and real payers to your games.

Versus, I think it's fueled a lot by just hyper casual where it's you got to get a lot of users in a short period of time and it really doesn't matter right you know you're monetizing mostly by ads.

Adam Lovallo [14:49]

Yeah, and the user value is a constant, pretty much.

Bryan Buskas [14:54]

Roughly the same versus, you know, in a more kind of free to play game where there's a massive dispersity right of player economics and player value.

Adam Lovallo [15:03]

So let me ask you, in my day-to-day, obviously I'm still talking to folks in the app install world all the time, but I'm also talking to direct to consumer e-commerce and retail brands and so on, like,

You know the ad units exists today. Do you think, and I'm not taking you outside of your day to day job, but just speculating. Do you think that the, I don't know, Warby Parkers or whatever of the world will be thinking about you know HTML5 interactive stuff if they aren't already in the coming year or two, or do you think it is a mobile app thing?

Bryan Buskas [15:38]

I think, I mean with everything Apple's done to push AR kit and AR. And we're all living in our houses now and not as much in the real world. Like, I think, you know, AR is a big piece of driving that like

You know, whether that's, you know, virtual shopping or virtual, you know, being able to experience. You know what used to be physical goods and you could go somewhere right in a more digital setting, you know, could you do that in the ad today. I can you know probably say, yeah, like you could create good interactive experiences you know maybe at some point right even that ad, could you know use some of the AR kit and you know tools that platforms have.

So, I mean, everything's changing. And I think we saw that ad colony right like 10 years ago nobody had mobile, video creative for their apps or games.

Adam Lovallo [16:30]

Literally at all.

Bryan Buskas [16:31]

Today, people have thousands and you know video is, you know, half, maybe less than half. And the biggest companies are putting them into more interactive formats. Right. And that's why we started app on board.

You know, four years ago to really kind of accelerate that and today i think you know you always see the forward thinking, guys. And companies, you know, pushing the limits. And I think, you know, it'll be interesting to see what you know AR or using the camera. I think snap and a lot of the tools that they've put out there, right, even for influencers and you know others to build the ads using the camera.

You know, are super interesting. And you know, I think. I remember two-three years ago, working with the IEB and trying to define what is a playable ads right and

Adam Lovallo [17:21]

Oh god

Bryan Buskas [17:22]

It probably took six months of meetings, calls and, you know, a bunch of, you know, input to, you know, really get to a very kind of vague, you know.

Adam Lovallo [17:34]

Yeah, yeah, yeah. A PDF that was never downloaded, sounds right.

Bryan Buskas [17:36]

It was probably helpful to you know a ton of people in the world to expose them to this. But you know, I think, you know, if you look in platforms, you know, creative partner lists today there's like 11 or 1200 players in there now that are like, you know, badged in there so

Honestly say there were probably you know there's enough players enough tools to be able to do some of this, you know, for the Warby Parkers for the, you know, even we used to do rich media ads for automotive companies, you know, five, six years ago that

Adam Lovallo [18:06]

The zip submit, stuff like that.

Bryan Buskas [18:08]

At the end of the video was a, you know, rich media with a gyroscope and you know three 360 video where you could literally like sit in the car and look around and touch hotspots. Right. You know, I consider that I'm part of a playable interactive experience for a brand. It might not just be as fun as a game right or you know, hopefully, it will never be it probably won't ever be as fake as some of these you know playable to see from

hyper casual players but you know I think you're seeing this all come together and you know it's an exciting place given you have all the tools, but it's probably also a challenging place, I think, you know, for a lot of a ot of companies that don't come mobile-first, that don't come mobile-only or app first or app-centric and, you know, I think that's kind of the world we live in now where we're using apps, more than we've ever used before, given

Adam Lovallo [18:59]

Yeah.

Bryan Buskas [18:59]

The pandemic in the world that I think you know you're going to see advertisers really kind of adapt to that and push the limits you know even faster than in the past.

Adam Lovallo [19:08]

Yeah, I think you're right. I think you're right. I haven't seen a single one. But I mean, you know, even my day job. I'm like, well, shoot. Maybe I should figure out how to do this. I got hear it all day from people

Bryan Buskas [19:21]

There's so much data you know for everyone has been on mobile. For the last 10 years you know from the beginning. Every apps and native mobile. There's so much data so much profiles that you know now, and they know. I think that's the only thing that the only challenge that could slow things down is now, you know, privacy and

GDPR and CCPA and all these things which you know I think we got to find that happy medium. Right. But today, there's so much data that all of us that exists in the last 10 years and, you know, I only see golf ads like all the time, right, like

Pretty, pretty niche market to, you know, to sell golf stuff when you can't even go outside and play golf these days. So, you know, everybody's been pretty profiled and you know there's a lot of data that exists on everyone today on big platforms so

Adam Lovallo [20:08]

So that begs the question, since it's of course I'm not exactly sure when we will release this, but we just have this idea phase of an announcement and there's basically

Eric and others who are super well informed writing really in depth and good stuff. Allison at ad exchanger.

And then you've got pretty much every MMP also very well informed and smart and they of course have their own message and their own potentially existential threat or not.

And so I've been trying to synthesize, not exactly that there are two sides but these different perspectives, of course, everybody has their own from your perspective and as a publisher like does, of course, you might have to make some changes, right, you're going to have to have some dialogues and stuff. And I mean, I know it has product ramifications, but industry wide.

Do you see, you see all this stuff caught on the Apple side, causing your spend to change or tactics to change like Eric's big thing is that media mix modeling will become more important and TV will become more important because by definition the reporting will suck otherwise, like where do you, where do you see things?

Bryan Buskas [21:17]

So, ya know, it's funny you mentioned media mix modeling. And that brings me back 15 years ago, being a big publisher like Activision where my team was in charge of the research at the company and you know we had you

know, everything from consumers coming in and doing live focus groups, every single day of all our games at all stages of development.

Learning how to make them better and improve them. And then we have, you know, full you know six figure media mix modeling studies, you know that helped us understand, you know, to the decimal point. What is the right spend and the right mix of all media to, you know, drive the outcome you want, right, which for us back then was someone going into a retail store and you know buying product off the shelf right

Adam Lovallo [22:02]

Right, right, right.

Bryan Buskas [22:03]

Very different world today, but there's so much data out there. I think, you know, regardless of whether you track it at the individual user level like user acquisition has really, you know, been built upon that were in mobile has been built upon over the last 10 years to, you know, do that at a you know a slightly higher level right a less anonymous or a more anonymous, you know, less detailed. I think you still can get to a lot of the insights that drive the business, you will still be able to

Get this group of cohort of, say, hey, these are my high value customers, right, that I need to, you know, retain them and engage them and re-engage them and make sure they stick around off my game and product over time.

And here's my lower value you know segments where you know I want them to connect to social and build friends and you know, hopefully, you know, stick around as long as they can and monetize with ads vs purchases. So I think you're going to do it but you know

Yes, it's going to be some short term pain. We've seen this, you know, every, I think, three or four years, you know, we went from UDID to the IDFA. We went from IDFA to, you know, we went to cookies somewhere there in between and browsers.

Adam Lovallo [23:22]

Yeah weird browser device redirects.

Bryan Buskas [23:25]

Yeah million character long browser string data, you know, had everything from your IP address to you know everything so

I don't know what the right solution is, I think, you know, experts like Allison or Eric and others, you know, will have a better perspective on that, you know, I'm confident that these mobile-first companies and platforms will find a solution.

That meets the needs of consumer privacy and also you know performance marketing. Right, and I think we, at rogue, we've been pioneers on new services like Apple arcade, and these are subscription based gaming services.

You know, think of it as like Spotify or Netflix for games, right, run by the platforms. And I can say those are some of the most privacy centric platforms in the world right there is no attribution. There is no data.

Like in the mobile performance world. So, you know, maybe some of these things are a little glimpse into the future of where you know, other did it for music everything moved as subscription yeah TV and entertainment moved that same

way into subscription, you know, free to play has been a huge model.

And, you know, really gave rise to the growth of mobile, but we're starting to see now there's new gaming services and, you know, people have been trying to subscription for a long time, but it really is only gotten in the last 9 months you know 12 months that the platforms have really gotten into subscriptions. And I know subscription is a huge thing for outside of games right for the holidays, guys. So, you know, for us, we've kind of placed the bet on subscription and we're starting to see, you know, a lot of success in subscription Google's now rolled out Google Play pass

You know, for 4.99 a month, you can have unlimited, you know, games, no ads, no in app purchases a very kind of family-friendly, you know, privacy centric type environment.

Adam Lovallo [25:21]

Right, so, so how does that, um, without sharing anything secret. How does that work for you as a publisher? I mean, what are the economics for you. And also, I mean what is user acquisition even mean in that context. Like, do you have any leverage or not really?

Bryan Buskas [25:37]

Really not. So two questions. I think on the business side of things, you know it's similar to any other subscription service. Right. You know, I think every platform is going to be based on engagement and retention.

Right. You know, if I'm, if I'm an artist on Spotify. Right. I get paid for my play times and you know how many people, on the other hand, if you're a part of another service, right, it's not really your job to market service.

Adam Lovallo [26:06]

Yeah.

Bryan Buskas [26:07]

Just this week like Apple took one of our games like super impossible road.

Made a trailer pushed it out to social media you know on Twitter and others, right, they have to use the content to sell the service and we have seen the you know Apple was using even retail, you can go into retail and see Apple arcade on devices, on the walls and you know they are building these platforms are investing in the services you know

I think for user acquisition, you know, this is something where I was trying to solve every day. Right. We when you come from free to play world where you can do it at a very granular level today and maybe less granular level tomorrow.

In subscription, it's a blend right of, you know, your brand and you know awareness type things, and your peer performance to find like what are those tools? And what are those channels that can work in the middle? And you know, I can say without getting into specifics. You know, it really is things that drive engagement and things that drive retention. So I do think you know

It's a you can't do as much as the paid performance advertising there but you got to focus a lot more on the product, you got to focus a lot more on the tools and things to really drive engagement, retention, those mattered more can say acquisition

Adam Lovallo [27:27]

Permissioning is the same? I mean, maybe if I'm an app user, you could ask me if I can give you my email, I could say get push notifications from you, all the same rules of the game, pretty much?

Bryan Buskas [27:38]

Every platform is different you know. But yeah, push notifications are there, you know, leaderboards are there, social logins, you know, platform logins are there. So a lot of the core tools all exist there, you know, the same kind of technology that comes over from free to play games.

You know, I think we've even tested things you know personally we've run LED band. We have a soccer game called social ball soccer.

On arcade that is this you know multiplayer PvP like real life realistic soccer game. On a great service like Apple arcade we've tested LED leaderboards in the Premiership games right so

While you're at the game. You know, you see there, you could download this game. You can play this new soccer games, it's a great soccer game, but what we've seen. I think overall, is that games that have multiplayer and real time are much more successful at driving retention and engagement right versus solo experiences and there's always going to be a good place for you know that great story that great solo adventure.

But those are kind of, you know, one time play through you move on to the next game right versus, you know, we tend to focus more on games that have a lot of books that bring you in. Whether socially. You know multiplayer, competitive aspects and things like that. Those are the pieces that matter, because I think the one thing that pandemic has taught me and reminded me is that, you know, games are the new social network.

They are the place where people congregate, gather, have fun, you know, they are the new you know Facebook, right, the Fortnite is the new Facebook. And, you know, these games are, you know, not just they're not just games their places people go to hang out, see concerts, right. And like, you know, augmented reality and virtual reality, I think, you know, this is where you see these things get more immersive, you know, and ads are just the tip of the spear. They're getting more immersive, you know, as our as the content getting more and more immersive as well too.

Adam Lovallo [29:44]

I love it. I can say, last night I play video games with my 35 year old brother, my friend in Denver, you know we're not otherwise get a jump on a Facebook thread and comment back and forth, right

Bryan Buskas [29:55]

There's, there's a huge games for everyone. Right, it's not about the first person shooter. It's, you know, there's Roblox for younger audience where you can literally I have a six year old and he loves playing Minecraft. And I call it digital Legos. Like I just get the open world and I come back in 30 minutes and he's built a skyscraper with windows and you know it's everyone uses those games in different ways, right, and

They really are these new you know virtual worlds and I tell you, we can even use these as, you know, non-game type experiences, they're more just social experiences, whether it's, you know, seeing a concert inside a Fortnite or, you know, just hanging out solo inside of the you know Minecraft or Roblox and just building something and you know, playing around, so I think games are kind of redefining, you know, what is a kind of social virtual world which there's been people trying to do this, you know. Second Life. I don't know, what was it 20 years ago or something?

Adam Lovallo [30:57]

Easily. Yeah.

Bryan Buskas [30:59]

You know, I think we're kind of at the point now. And I think the pandemic is really accelerated this that hey there are these digital worlds that you know people like to escape to, connect with to, you know, and have huge affinities to these you know brands and

You know, you see that in the brands that want to get attached to games now as well to put their products into these games right or music artists who want to put their, you know, run their concerts, sell merchandise inside of the game, these games are they're not just games anymore. And I think that's that's the exciting thing just seeing games from, you know, just in my 15 years of being in the games industry.

15 years ago, your demographics of a gamer was no male 18 to 24, lived at home and you know had relatively low kind of household income. Maybe not any income you know personally, to today where, you know, I argue that every single person in the world as a gamer and I like to play this game and say, like, you know, you play tic tac toe. You play tag.

These are all games in my mind, and I think it's I trace it back to human nature that we're all you know little competitive to a different degree. We all like to socially connected games is what brings. But I've seen you know being on the platform side, it's also what pushes advertising forward. It's also you know it's pushed performance marketing. Absolutely.

I don't know what the numbers are lately, you know, but 40 billion plus dollars and like app install acquisition every year. And, you know, half of that's in video and you know quarter that's in playables and you know some portion of that, I guarantee is testing new things.

New types of ads, new things and you know will be document out and, you know, three, four years ago. And that's what's exciting about, you know, being in performance is there's always somebody test. There's always something new. There's always test to be done. There's always learnings and I think, you know, even in a more privacy centric world, you know, that's kind of where we are today right media mix modeling and figuring out TV plus mobile plus

Out of home what it all means. And you know, I think, unfortunately, out of home today. You know, it doesn't really mean that much. Unfortunately, right, you know takeovers of cities, you know, things we used to do with big product right call of duty aren't going to have your impact today but mobile absolutely is. Right, and I think we saw this on mobile just CPMs, you know, across our inventory

That, you know, the second the pandemic hit and you know bunch of these brands pull out all their demand. It wasn't even 24-48 hours that you know the mobile performance focused companies backed the course. Double Down, triple down, quadruple down and that's all we see every day all day. Right. You know, outside of TV, you know, brand messages about the pandemic and health.

This is all we see are very performance, you know, based messages on our mobile devices because it's got to be the number one screen, you know, for everyone's engagement in the world today.

Adam Lovallo [34:06]

Absolutely. Absolutely. Alright, Brian, I think we'll end on that. No, this was spectacular. Thank you. And if anybody wants to track you down, should they follow you on LinkedIn? Are you active on Twitter, what, what's your deal?

Bryan Buskas [34:20]

LinkedIn is best, you know, we spend a lot of time there, you know, reach out through LinkedIn, I think, you know, thinking about building companies and my experience in building companies over the last 10 years and startups.

From a performance perspective, LinkedIn is like the most valuable platform no doubt for B2B marketing and you guys see that on MAU. You know I think it's crazy from the first time MAU there was what 150 people and

Adam Lovallo [34:48]

Yeah.

Bryan Buskas [34:48]

You know you had to apply and be invited. And you know what you guys created to, you know, where it should be right now, we all should be, you know, in Vegas. And in another life in another world, but it's been great to, you know, see the growth. It's been great to see the tools out there but LinkedIn, you know, if you're building a business and connecting you know is that network is super valuable. I'd say even, even more so now in the pandemic than others. So, you know,

Always happy to offer my services, advice, you know, be a part of the community, a good steward of the performance community as we, you know, I think navigate this new world, you know, which is a much more privacy centric world where you know even again, not just games. Right, it's all the e-commerce companies. It's all the mobile-first and mobile-only and a lot more companies I think are going to become mobile-first truly.

Adam Lovallo [35:40]

Yep. Yeah.

Bryan Buskas [35:42]

As a result of where we are today.

Adam Lovallo [35:44]

Mobile First and performance focused. I think you kind of have to at this point, you can't rationalize the investment in driving in store visits when there are no in store visits so you gotta start selling stuff on the internet. Let's go.

Bryan Buskas [35:55]

Of course. Yeah.

Adam Lovallo [35:57]

Yeah alright well. Awesome. Thank you will link to or include your LinkedIn in the notes and super appreciate it.

Bryan Buskas [36:04]

Great. Thanks, Adam.