



# COOKING UP SUCCESS: HOW NORDCURRENT BOOSTED REVENUE AND PLAYER SATISFACTION

Anzu was delighted to work with Nordcurrent to bring intrinsic in-game ads to its flagship title, Cooking Fever, one of the most popular mobile simulation games. The addictive time management game where players cook meals from around the world has been downloaded over 400 million times since launch.



## GOALS

Having tried and tested several monetization methods over the past eight years, including an exclusive in-game sponsorship with Coca-Cola, Nordcurrent wanted to find a reliable solution that would provide them with a consistent revenue stream without compromising on gameplay.

## INTEGRATION

Anzu and Nordcurrent worked together to find suitable areas for the in-game ad placements inside Cooking Fever. Thanks to Anzu's expertise in working with similar titles, the integration was swift, and they were able to identify optimum locations for the ad placements that made them feel part of the gameplay.

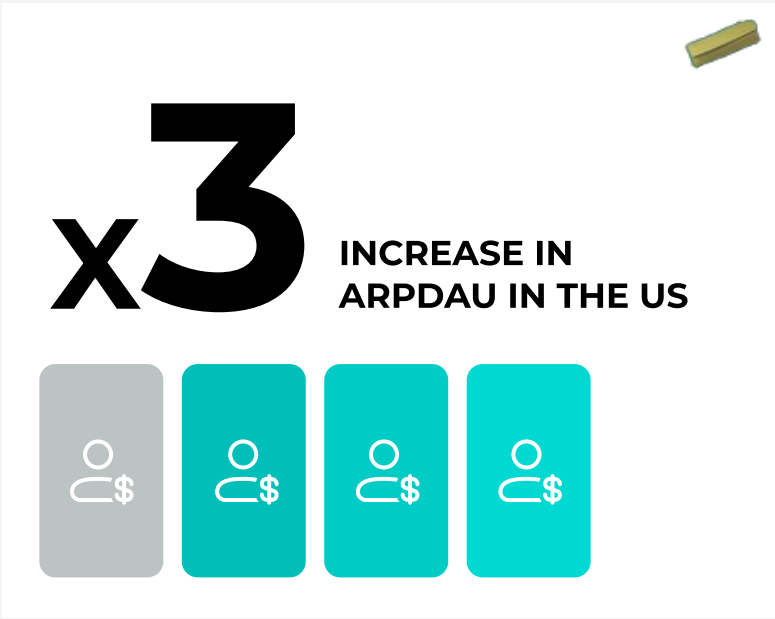
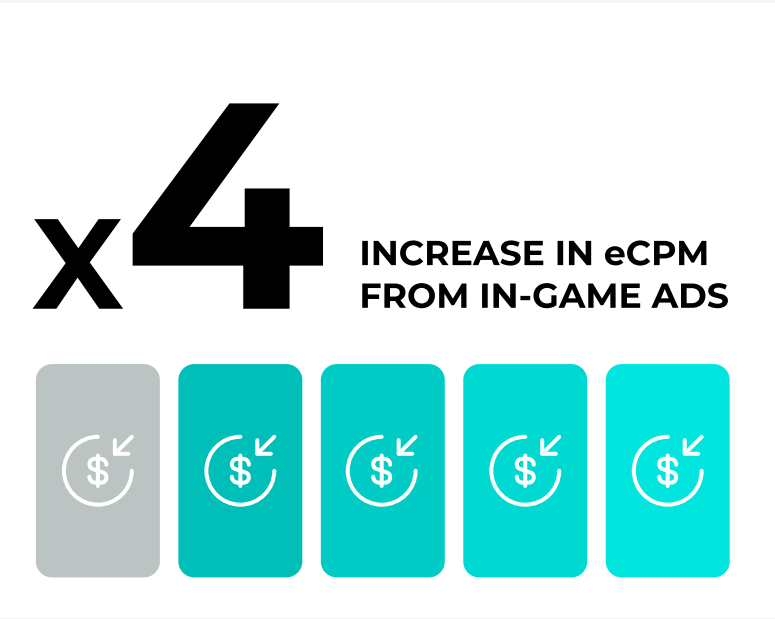






## RESULTS

After implementing and optimizing the ads, Nordcurrent immediately began to see their impact. The consistent revenue they receive each month has enabled them to better plan for the future and focus on growing their studio, allowing them to produce more great games and updates for their current hits.



After seeing massive success with the mobile version of Cooking Fever, in 2022, Nordcurrent brought the ad placements to the game's PC version. To increase their eCPM, they also worked with Anzu to update all their ad placements to support video and display ads.



The ads were easy to integrate and work well alongside our other monetization methods within Cooking Fever. After seeing a significant impact on revenue from the ads, and not receiving any negative feedback from players, we are excited to expand Anzu's solution to more of our titles.



**SIMONAS STURYS**  
Head of Marketing  
**NORDCURRENT**

Contact the Anzu team now to harness the power of intrinsic in-game advertising to unlock additional revenues for your studio

**CONTACT US**