



Random Salad Games
goes from dorm room
startup to full-fledged
game studio on the
Windows platform



Random Salad Games was founded in 2011 by Carnegie Mellon undergraduates Sam Kaufmann and Jake Poznanski, next-door neighbors who spent a lot of free time developing mobile games. Six months after graduation, they quit their jobs to build games full time. Now their business generates enough revenue to support a team of eight people, and they manage a portfolio of over 50 gaming apps published globally across Windows phones, tablets, and PCs.

Windows-first strategy

Jake built his interest in the Windows platform during a Microsoft internship, and pretty soon Jake and Sam were entrenched in Windows Phone. They foresaw the huge opportunity that was coming with the launch of Windows 8 and had three apps ready to go on launch day.

"We wanted to get in early on the Windows platform, and it has paid off well. Windows is an emerging market for apps, so it's easier to get traction. It's also very easy to develop on this platform compared to other platforms."

– Random Salad

Free-to-play, ad monetization strategy

Jake and Sam believe Microsoft Advertising has an excellent ad solution due to:

- Ads that are unobtrusive and allow the user to play each game to their best ability
- A broad fill base featuring the ability to fill different ad sizes, screens, and countries at a reasonable eCPM
- The maturity of the ad SDK, founded on a quality build from an established company committed to Windows

"The Microsoft ad SDKs are really solid. They have been well thought out. All of the kinks have been worked out"

– Random Salad

Growing audience

Random Salad is constantly innovating and launching new games. Growing audience is key to their success, so Jake and Sam have increased their investment in Microsoft's "Promote Your App" offering, which leverages display ads to promote app downloads.

"We started with a 'Promote Your App' test and saw a distinct increase in rankings and downloads. Now these campaigns are part of every new game launch plan. Microsoft's 'Promote Your App' solution acquires users at roughly half the cost of the Amazon Ad Network."

– Random Salad

Building for Windows 10

"We're excited about Windows 10 because we think it will get a lot more exposure, which will only mean good things. iOS and Android aren't the only game in town. There are lots of good reasons to build for Windows."

– Random Salad



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