

HOW **TIMBO JIMBO** LAUNCHED **STATIC SHIFT** **RACING** TO THE APP STORE



Case Study with



About TimboJimbo

Meet Timbo Jimbo: the two-man team behind **Static Shift Racing**. With just a two-person team, they made a seriously cool racing game where players can customize cars, race each other, and explore a vast open world.

Static Shift Racing started as a hobby project, but just like bunny.net, Timbo Jimbo's ambitions grew over time. In January 2023, they launched **Static Shift Racing** globally to a dedicated global audience. The game raced to app store front pages, passing **4 million downloads** before its first anniversary.

The game is available for free on Android and iOS, and if you start the download right now, it'll be **ready to play before you finish reading this case study**.



The Challenges

With a 280 MB game file and a global audience, Timbo Jimbo needed to distribute not just their game, but regular updates to people all over the world. App stores alone just **couldn't keep up**.

While the game file was small, Timbo Jimbo's audience wasn't. They needed a CDN that could accommodate an overseas audience and **frequent updates**.

Timbo Jimbo couldn't let downtime slow them down either. To support users across many time zones, Timbo Jimbo needed to distribute updates **all day, every day**.

Timbo Jimbo's previous CDN would have cost **thousands of dollars per day**, which would have stalled *Static Shift Racing* before it ever picked up traction.



The Solution

While other CDN's offered pricing that could have stalled the game in its tracks, bunny.net was the spark Timbo Jimbo needed to ignite *Static Shift Racing*.

With enough PoPs to cover every continent, BunnyCDN's global network ensured speedy downloads for anyone, anywhere.

Setup couldn't have been easier, thanks to our support. Our Super Bunnies stepped in as Timbo Jimbo's trusty copilots, steering them to success with fast, accurate answers whenever they needed them. Timbo Jimbo got answers to most questions the same day they asked!



The Results

As a small team, Timbo Jimbo was overlooked by other CDN providers. Bunny made it possible for them to ignite their passion project. After switching to bunny, Timbo Jimbo raced to the App Store front page.

Static Shift Racing passed 1 million downloads before its first month, but Timbo Jimbo didn't let off the gas. They released more than 60 content updates to keep users coming back. Thanks to our clear pricing model, they don't have to worry about surprise fees when they do. Thanks to the fans, some hard work, and a little help from Bunny CDN, the game has been downloaded over 4 million times before its first anniversary.



A Global Network

Bunny CDN met Timbo Jimbo's distribution requirements and delivered their game to over a million happy users worldwide.



Quick Downloads

No matter where users are, they aren't kept waiting for updates.



A Fair Price

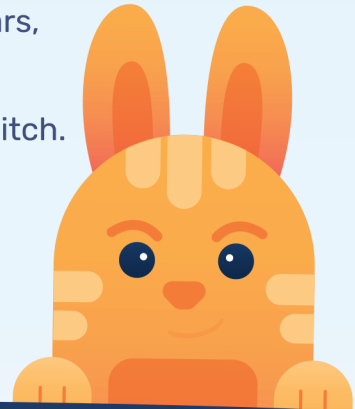
We gave Timbo Jimbo a rate that wouldn't break the bank, allowing them to distribute their free game to millions of happy gamers.

The Conclusion

Other CDNs pricing models cost more than Static Shift Racing would have made in revenue, and would have ground the project to a halt. Thanks to bunny.net, Static Shift Racing keeps cruising along to its one-year anniversary in December.

The reviews on Google Play and the Apple store speak for themselves: players love the game, the cars, and the open-world experience.

Timbo Jimbo couldn't be happier with the switch. They say they're looking forward to watching Static Shift Racing grow even more on the bunny dashboard's updated traffic map. For our part, we're looking forward to seeing Static Shift Racing race even farther.



Tim Aksu

Game Developer, Timbo Jimbo

"Bunny just works. We were able to swap out our primary CDN with Bunny in a single afternoon thanks to their Pull Zone functionality with minimal changes to our backend. Bunny has saved us thousands of dollars compared to our original CDN. We're so glad we gave Bunny a shot!"

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