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The company was founded in 2013 by Alexandre Yazdi and Laurent Ritter.

Voodoo's games, predominantly free-to-play "hyper-casual games", have been collectively downloaded 5 billion times as of May 2024. By February 2024, their apps surpassed 6 billion installs.

Voodoo (company) - Wikipedia

en.wikipedia : wiki : Voodoo_(company)

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By showing ads, Voodoo makes money from the entire user base without relying on just a few paying players. This makes for a lower per player but steadier revenue stream. It partners with several ad networks to sell ad inventory on its games, such as AppLovin, InMobi, Mintegral, IronSource, and others.

Voodoo revenue, valuation & funding | Sacra : voodoo

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there are over 15,000 free online games for you to play. At GamesSumo, you can try out everything from kids games to massive multiplayer online games that will challenge even the best of players. There are puzzle and action games for gamers both brave and bold along with cooking games for gourmets. Fashionistas will love our collection of dress-up and design games, and families will enjoy our bubbly