AppQuantum

LTV x2

From April 2019 to October 2019 AppQuantum has increased the LTV of game Off-Road Travel by 2.

We are creating all our games with an extremely small team - so I work as a programmer, game-designer and some time ago I was also a marketing specialist. Of course, I didn't have enough time and energy to do everything. I decided that we will benefit if I invite experts to help us with our product and wrote an email to AppQuantum team.

— Ivan Furt, CEO F-Game

Background

Studio F-game, developer of the mobile game "Off-Road Travel: Road to Hill" have been self-publishing their games for years. It was profitable but not enough for scaling user acquisition to thousands USD per month. It was time for growth and studio lead reached AppQuantum experts to help with it. After some research, they decided to offer Ivan an opportunity to publish his game with them.

Strategy

Ilya Tumenko
Head of Publishing

"The game already was profitable before our cooperation but not enough for scaling. We needed to significantly improve its metrics. We approached this product from different sides:

- Behavioral metrics (retention, session length etc.)
- Ad monetization
- In-app purchases"

Ad monetization

Growth

There are two ways to improve ad monetization - you can increase revenue from each ad shown to users and you can motivate your users to watch more ads. AppQuantum improved both metrics.

eCPM Dynamics

AppQuantum tested and changed mediation in this product twice, both changes ended in increased LTV. To multiply eCPM publishing team created a waterfall with eCPM floors and we started to ab-test different placements and networks almost daily.

Google Play, Interstitial

Countries	Before		After	Growth
	$3.61	→	$5.05	+40%
	$11.01	→	$15	+36%
	$6	→	$11.3	+88%
	$7.25	→	$13.1	+81%

Google Play, Rewarded

Countries	Before		After	Growth
	$2.47	→	$7.8	+216%
	$9.03	→	$22.45	+149%
	$6.24	→	$18.4	+195%
	$6.1	→	$18.6	+205%

Appstore, Interstitial

Countries	Before		After	Growth
	$5.02	→	$9.84	+96%
	$9.54	→	$21.4	+124%
	$11.32	→	$15.4	+36%
	$8.16	→	$12.3	+51%

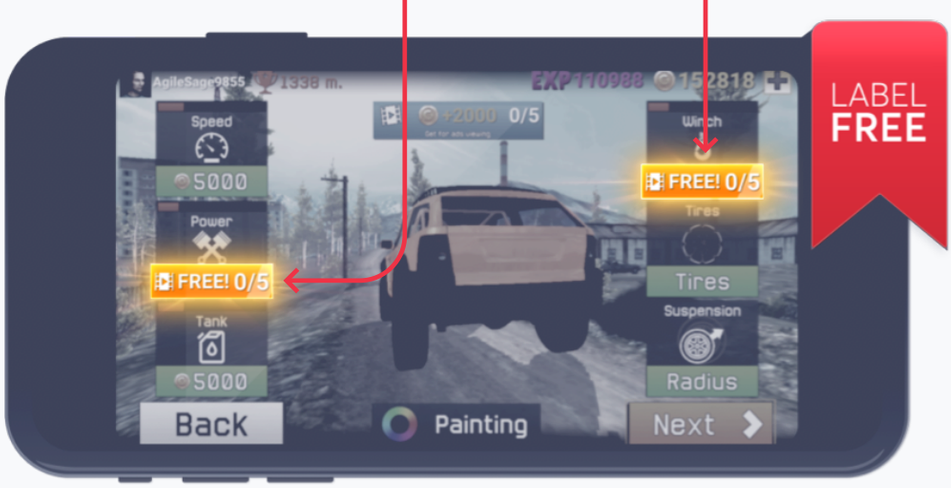
Appstore, Rewarded

Countries	Before		After	Growth
	$4.01	→	$10.2	+154%
	$9.06	→	$29.4	+225%
	$10.43	→	$22.4	+115%
	$6.98	→	$14.5	+108%

Improving ad placements

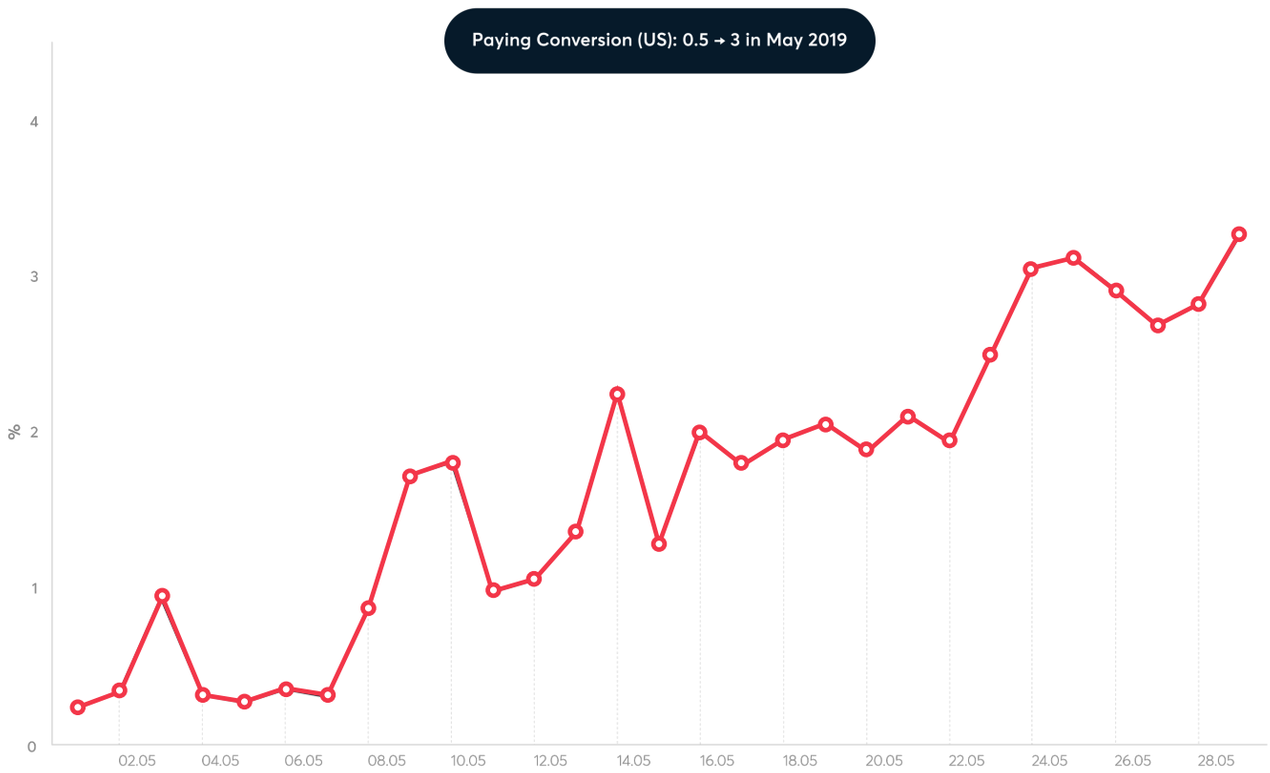
AppQuantum team analyzed different ad placements and cut out all ineffective ones. Instead, they added some placements which were more interesting for players. New placements supply 20% of all ad views (Oct.2019). Experts also suggested to change UX of some ad placements.

Publishing team added label FREE on the buttons with available rewarded.



AppQuantum changed the amount and frequency of interstitial ads depending on player behavior and stickiness to the game.

In-app purchases



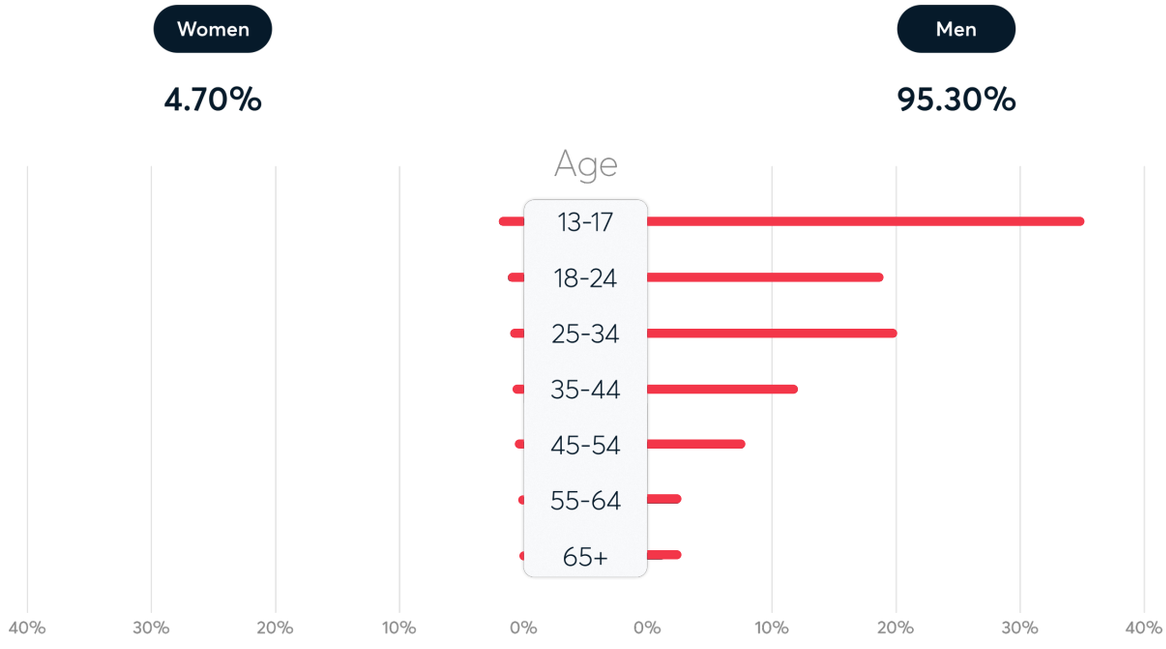
How AppQuantum made it?

- Rebalanced first levels of the game, lowered income and created need for in-apps
- Added offers (now they supply 30% of revenue and 45% of in-app purchases)
- Redesigned starter-pack and created offers with unique content

- A-B tested different price strategy and timing
- Tested offers with different content - increased conversion to 50%
- Tested different design (no change in effectiveness, but the game started look cooler)

Marketing

User Acquisition



- Top-performing GEOs: USA, France, Germany, UK, Canada, Austria, Czech Republic.

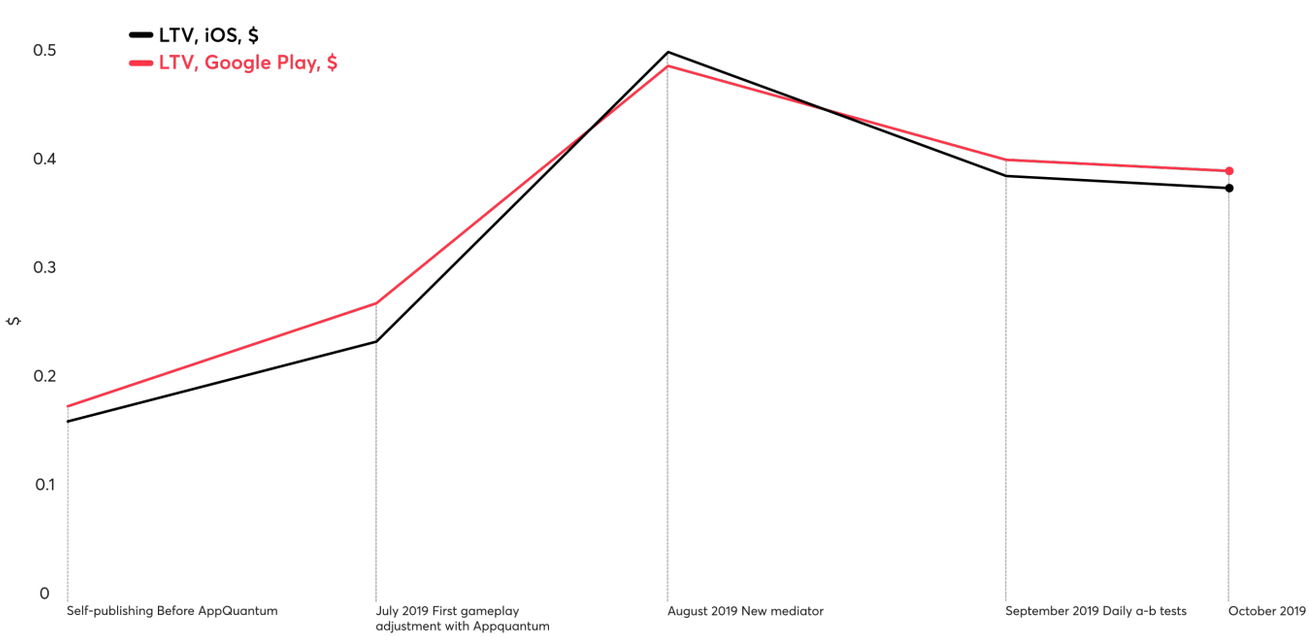
- 1 500 000 installs acquired by AdQuantum
- Main sources: Facebook, Google UAC, Snapchat
- Creatives (tested more than 150 creatives)

ASO

- Publishing organized a lot of store listing tests.
- Tested 30 icons, but the best one turned up to be the first one.
- Once a month the keyword optimization was done.
- Changed algorithm of asking for a review in AppStore.

Results

LTV Dynamics



LTV x2

1,500,000 installs
150% Average RoAS

Contact us!

Do you have the mobile app on alpha or later stage? We have investments, marketing resources and extensive expertise in app promotion.
You too can increase your profit.
Talk to one of our specialists at AppQuantum.

Get started

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