AppQuantum

WHO WE ARE

A free-to-play mobile games publisher based in Nicosia, Cyprus.

We are close to more than 150 first class professionals, experienced in various fields of the games industry, from producing creatives to economy balancing.

WHAT WE DO

We provide marketing investments and aid in various aspects. We are open to provide both for full-time partnerships, which include all aspects and cooperation in a single direction.

- Marketing and distribution

- Ad mediation

- Analytics support

- Market Intelligence and co-development

- Product expertise

Marketing and distribution

We can help you increase your volumes by investing up to several million dollars in UA per month. We purchase users on all platforms, worldwide. User acquisition also includes producing creatives and analytical support.

In addition, we can expand with other channels:

- Influencer marketing (US and European bloggers, Youtube, Twitch, Instagram, TikTok)

- Regional publishing (MENA, China, etc)

- Alternative stores (Amazon, Huawei, etc)

AppQuantum

Ad mediation

We connect your product to our mediation platform and setup our custom presets and waterfalls.

We have special terms with all the major and minor networks which gives us greater flexibility when setting waterfalls. Alongside this, our mediation manager will monitor and optimise the mediation every day to ensure the highest profit from ads.

Analytics support

We have a custom BI that automatically collects all user behavioural data and forecasts each player's revenue and lifetime for 180 days ahead based on the first several days a player spends in the game.

The reports with LTV predictions are updated every hour, and we can analyse the performance of each single channel or creative at light speed.

We can add you to our BI system to help you better evaluate the effectiveness of your marketing campaigns.

Product expertise

We have our own internal R&D department that constantly seeks out and tests new hypotheses.

We can combine our market knowledge with your development force in order to research, test and then create a 100% hit game.

Product expertise

We can help you increase product KPIs such as:

- PU

- ARPU

- ARPPU

- Ads ARPU

- Retention rates

We also help develop product plans, prioritise features, run split-tests, A/B tests, and more.

Additional publishing services

As a publisher, we also perform a range of tasks you might find interesting.

- Communication with stores

- Community management

- Localisation

- QA

- ASO

HOW WE DO IT

We aim to build long-lasting and trustful relationships that start with fair and mutually beneficial agreements.

- We work on revenue share models

- We can sign with KPIs or agree on a specific test period

- We share statistics and our analysis

Pipeline

This is the most common pipeline of our processes, but it may vary from case to case.

- Evaluating the game's performance: financial, marketing and product KPIs

- Testing a game on our traffic (fully covered by us)

- Agreeing on points of grow

- Signing publishing or any other agreement, depending on which aspects we agreed to cooperate on.
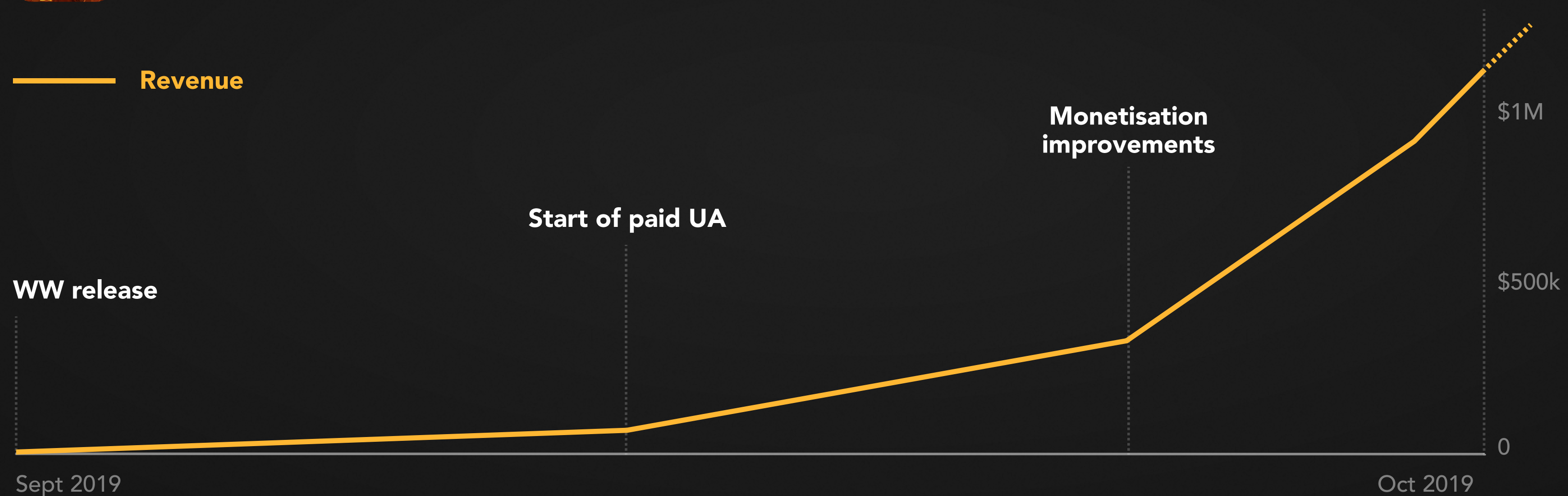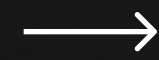
AppQuantum
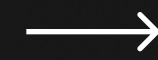
Success Cases

Evil Clicker

Net profit $170,000
for the first 3 months of collaboration

500k downloads worldwide

— Installs
— Revenue
— Profit

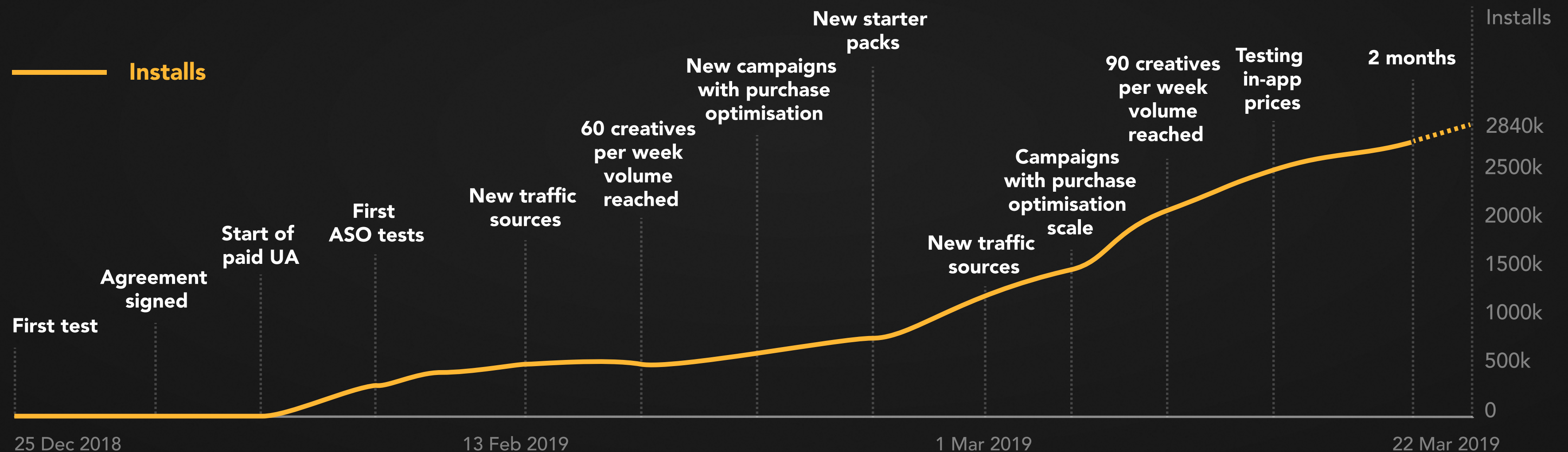Additional ASO-optimisation: icons, product`s name, split-tests

First split-tests

Start of paid UA

First creatives are ready

We signed a contract

First meeting

Testing behavioral metrics on high volumes, of low-cost users

Testing and analysis of different campaigns, GEOs, demographics

Scaling successful campaigns

Setting up advertising sources and mediation

500k
400k
300k
200k
100k
0

Oct 2018   Nov 2018   Dec 2018   Jan 2019   Feb 2019   Mar 2019

20,000,000 installs (IOS+Android)

AppQuantum

Want to work with us? Have a question? Or a game for review?

Ping us at: hi@appquantum.com