Do you have the mobile game in alpha or a later stage?

We have investments, marketing resources and extensive expertise in user acquisition.

Talk to one of our specialists at AppQuantum.

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**Revenue**

- Ivan Orlov, CEO of Red Machine Group
- Ivan Orlov, CEO of Red Machine Games

**Doorman Story**

<table>
<thead>
<tr>
<th>Month</th>
<th>Revenue</th>
<th>Installs</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2020</td>
<td>$2,000,000</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Jun 2020</td>
<td>$4,000,000</td>
<td>10,800,000</td>
</tr>
<tr>
<td>Jul 2020</td>
<td>$5,000,000</td>
<td>13,900,000</td>
</tr>
<tr>
<td>Aug 2020</td>
<td>$7,000,000</td>
<td>209%</td>
</tr>
<tr>
<td>Sep 2020</td>
<td>$3,420,000</td>
<td>172%</td>
</tr>
<tr>
<td>Oct 2020</td>
<td>$3,280,000</td>
<td>130%</td>
</tr>
</tbody>
</table>

**Results**

- $7,000,000
- 209% increase
- 172% increase
- $3,280,000

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**Background**

When we started our first CP, we approached creatives from a gameplay perspective and added a paywall, the presence of randomness in level difficulty, playing with F0.

We evaluated the impact of a new gameplay mechanic mixing it in different conditions: increased complexity.

While focusing on user acquisition, we aligned with prevailing market trends in one of our tests while also introducing ASO strategies.

**Platforms**

- Facebook
- Google Play
- Apple App Store

**ASO**

- Top 16
- Top 16

**Performance**

- 8,000,000
- 4,500,000
- 2,000,000
- 1,000,000
- 500,000

**Doorman Story**

Doorman Story is a captivating timecollaborative efforts continue to this day and Narratives continue to evolve, eventually progressing to an
equipment upgrade path with a humble roadside motel, catering to

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**Playable Ads**

- $32.8
- 120%
- 12.1%
- 9%
- 5%

**User Acquisition**

- Video
- Creative
- Retargeting
- Outdoor

**Results**

- Installs by 10.8%
- Revenue up 209%
- 172% increase
- $3,280,000