Doorman Story

AppQuantum

# $7,000,000

## Revenue

**During the first 11 months of collaboration, AppQuantum generated $7,000,000 in revenue for the Doorman Story game.**

We've collaborated with AppQuantum for approximately five years. They previously played a significant role in the success of our game, Idle Evil Clicker. Consequently, we swiftly decided to release the next project together.

Throughout the cooperation, the producers remained closely connected with us. They not only assisted in executing our vision but also contributed their own insights. This collaboration significantly improved both project monetization and the game itself. We formalized our partnership with a contract in a short time, commenced initial testing, and promptly integrated analytics.

***— Ivan Orlov, CEO of Red Machine Games***

# Background

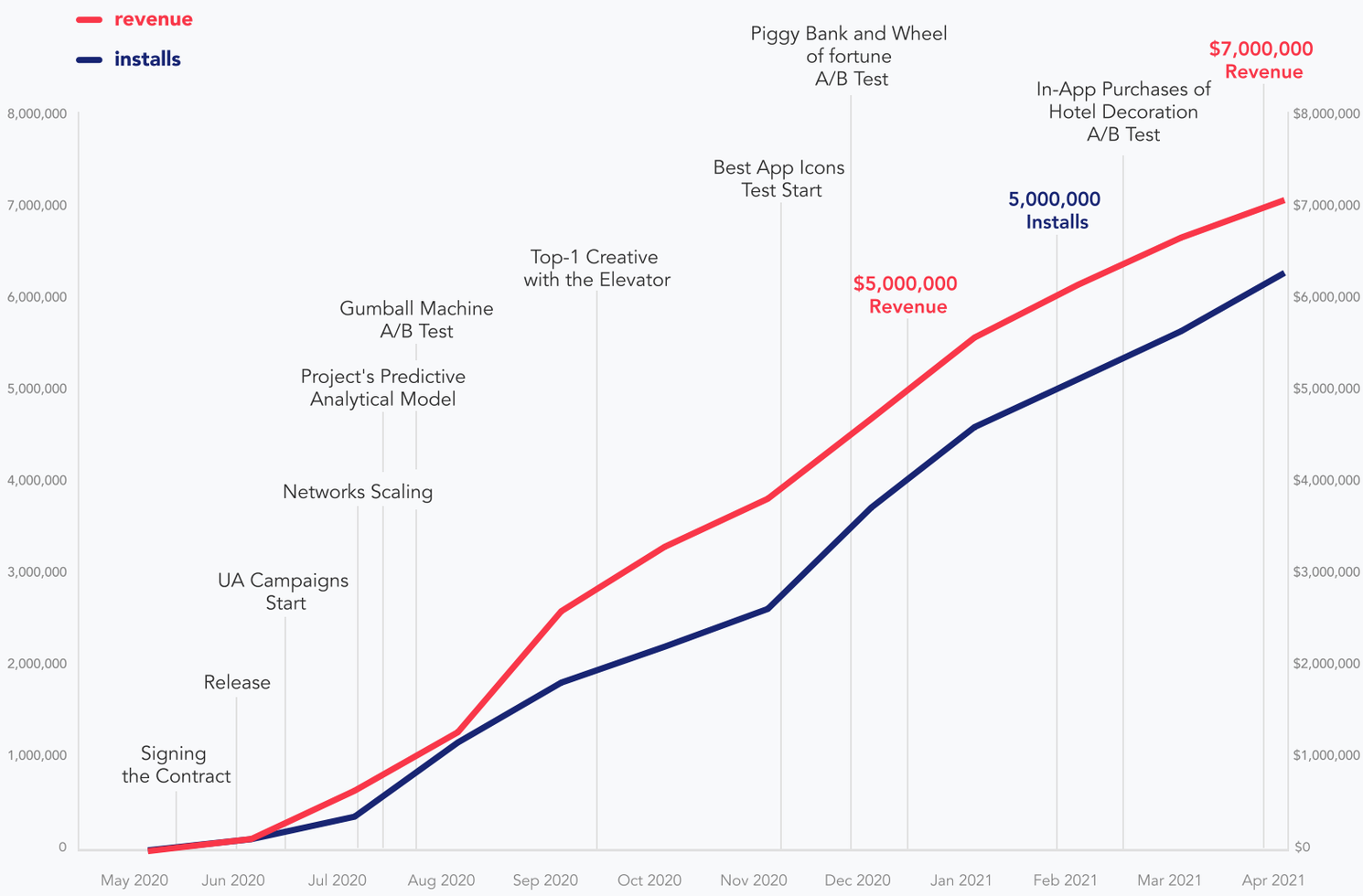
Doorman Story was developed by our esteemed partner, Red Machine Games. We had previously published two of their titles: Idle Evil Clicker and Party Clicker. We signed a publishing agreement for Doorman Story on May 10, 2020, and our collaborative efforts continue to this day.

Doorman Story is a captivating time-management mobile game that allows players to test their skills and build a perfect hotel empire. Users begin their journey with a humble roadside motel, catering to passing travelers, eventually progressing to an upscale hotel desired even by celebrities.

Download on the App Store

GET IT ON Google Play

# Timeline



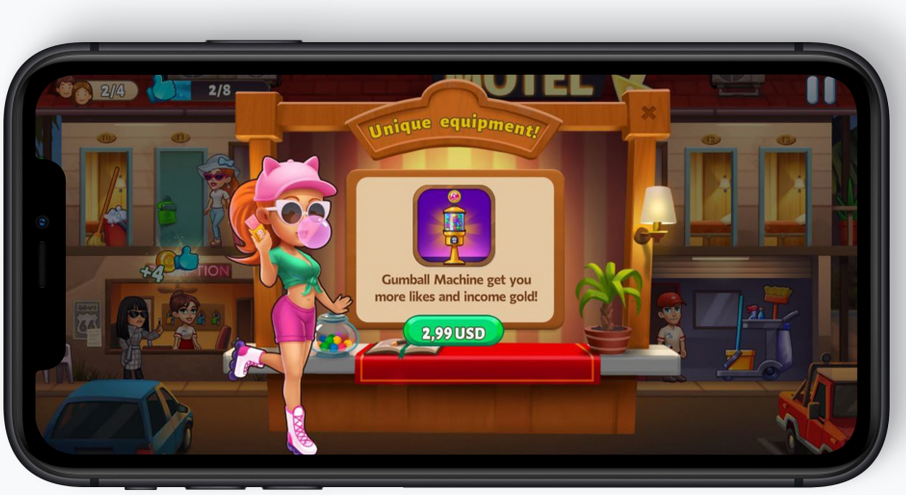
# Publishing strategy

While the developers at Red Machine had free rein over game aesthetics and narrative, AppQuantum was responsible for what we are the best at — optimizing profitability. Our team dived into data analytics, helped with integrating tracking tools, undertook A/B testing, refined monetization system, and came up with effective marketing strategies.

# A/B Tests

## Gumball Machine

We evaluated impact of a new gameplay mechanic mixing it in different conditions: increased complexity and a paywall, the presence of randomness in level difficulty, playing with FOMO.
Only for new players.
Platforms:




**+15%** Revenue

## Piggy Bank and Wheel of fortune

The goal was to evaluate the effect of the presence of two new mechanics in the game.

For new players and old players after the update (if they haven't already reached level 8).
Platform:

**+30%**
ARPU, US

**+25%**
ARPU, WW

The test group 'Piggy Bank + Wheel' showed the best result.

**Piggy Bank**. Purchases have been redistributed from hard packs and bundles to the Piggy Bank. The overall spend remained roughly the same.

**Wheel of fortune**. Uplifted ad views in general and slightly boosted the RV views with accelerated delivery and soft currency rewards.

## In-App Purchases of Hotel Decoration

Turned premium hotel decor into IAP items.
Only for new players.
Platforms:

**+10%**
In-App Purchases
in the cheap decor group

**+5.5%**
In-App Purchases
in the expensive decor group

# Product's metrics*

## ARPPU

## iAP Revenue

| $25.5 | $32.8 | 67% | 75% |
|---|---|---|---|
| Android | iOS | Android | iOS |

*April 2021

# Retention, US*

| | Android | iOS |
|---|---|---|
| Retention Rate Day 1 | 33.20% | 38% |
| Retention Rate Day 7 | 12.10% | 14.80% |

*April 2021

# User Acquisition

Our first CPI test on iOS was launched on May 29, 2020. Shortly thereafter, the Android version was ready. Thus, on June 4, we expanded our UA campaigns to Android as well.

In two weeks, we pivoted our strategy to emphasize purchase and value optimizations, shifting our approach to creatives from a gameplay-centric to a more fluid one.

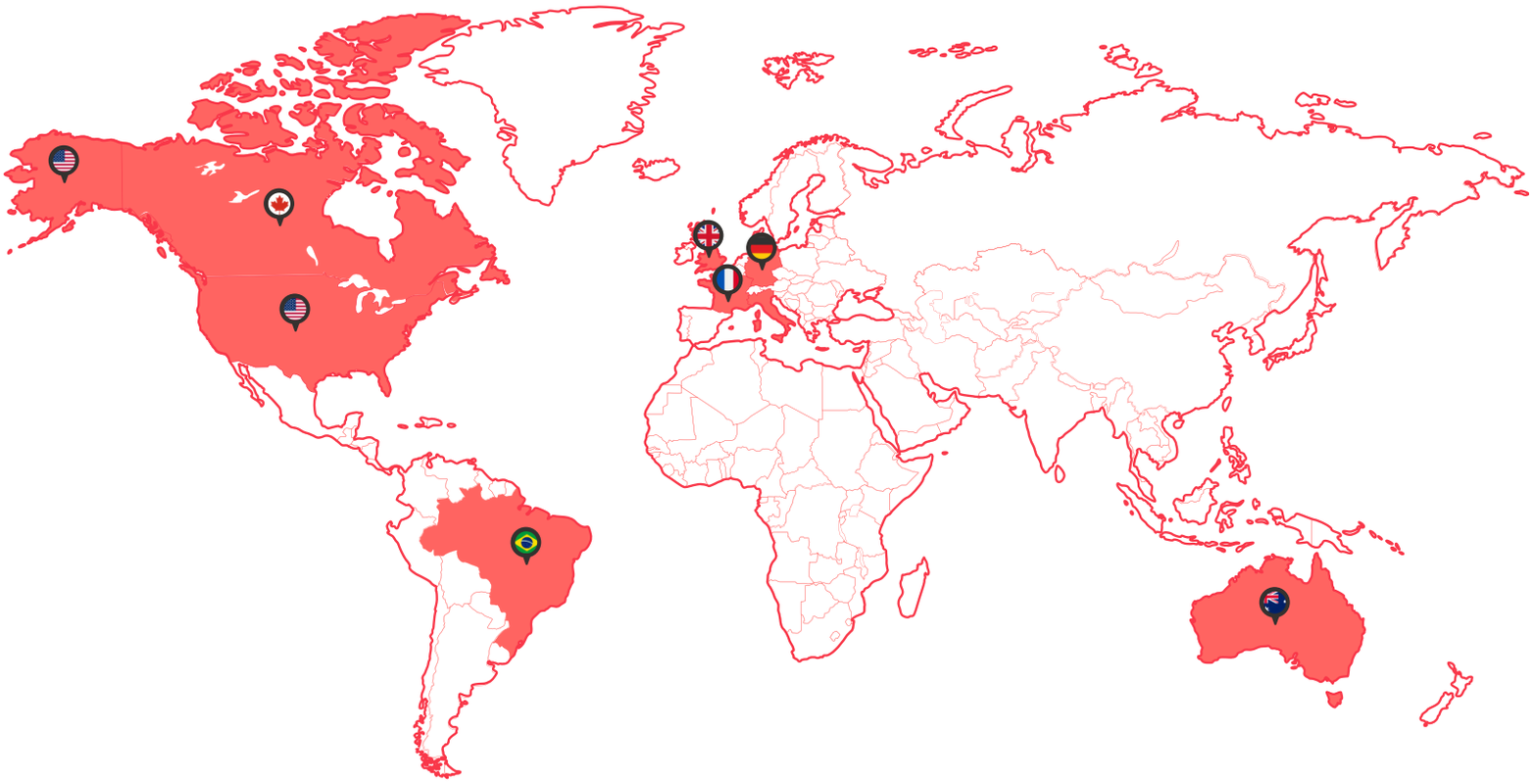
Games usually are a good fit for ad networks, so in August, when the Facebook traffic became stable, we started working with Unity which has since remained a steady traffic source for Doorman Story. As our journey continued, we added other traffic sources to diversify and enhance our UA campaigns.

In August 2020, we found the Top-1 creative concept based on the in-game assets and integrating the elevator as a hyper-casual gameplay element.

Top Traffic Sources*

unity ADS | APPLOVIN | Google Ads | TikTok Ads | ironSource | liftoff

## Top GEOs by Revenue*



*August 2020 - April 2021

# ROAS*

### Android

| unity ADS | Google Ads | | APPLOVIN |
|---|---|---|---|
| 172% | 139% | 128% | 120% |

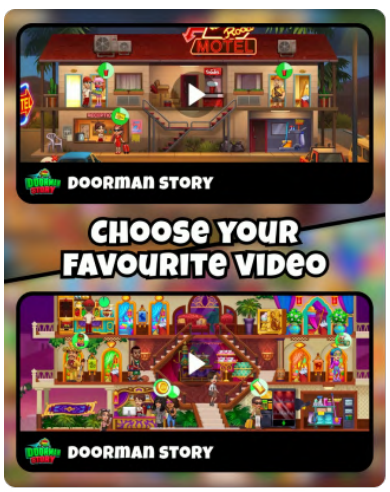
### iOS

| unity ADS | ironSource | | TikTok Ads |
|---|---|---|---|
| 209% | 152% | 148% | 140% |

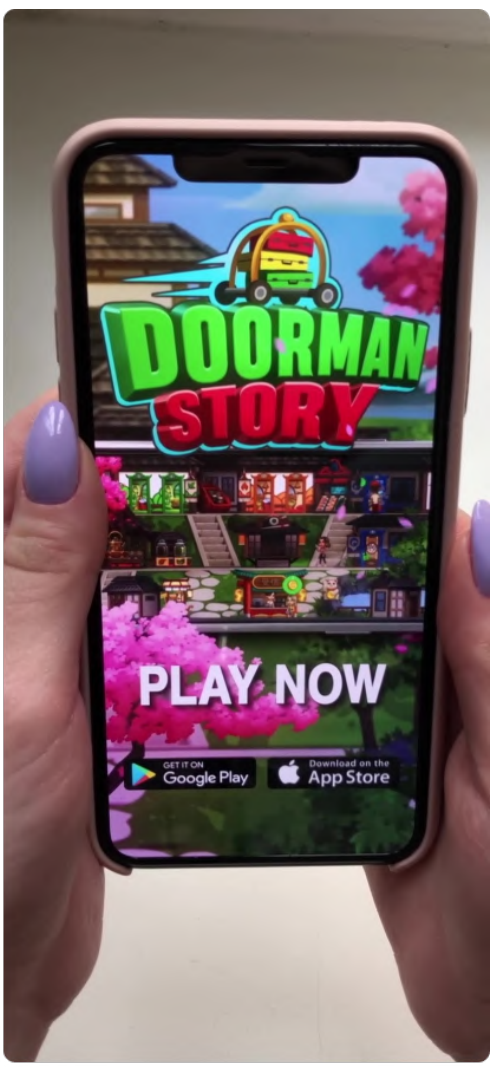
*Cohort, Day 115

# Sample of creatives for Doorman Story

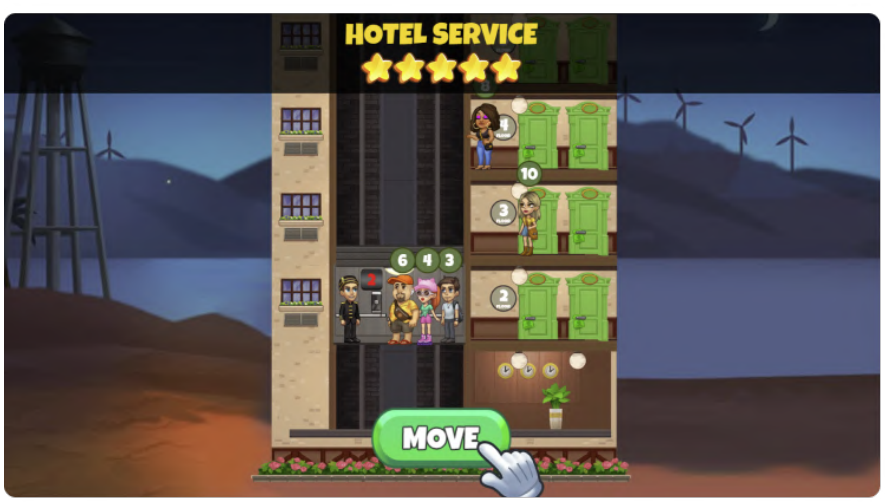
## 2D



## UGC



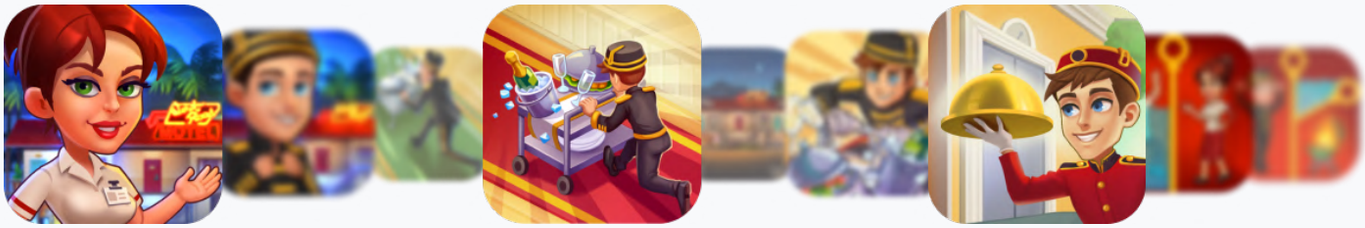

## Playable Ads




## Static

# ASO

For our ASO strategy, we aligned with prevailing market trends in one of our tests while also introducing our own spin. This approach bore fruit rapidly: within two iterations, we discovered a version that **uplifted installs by 10.8%.**



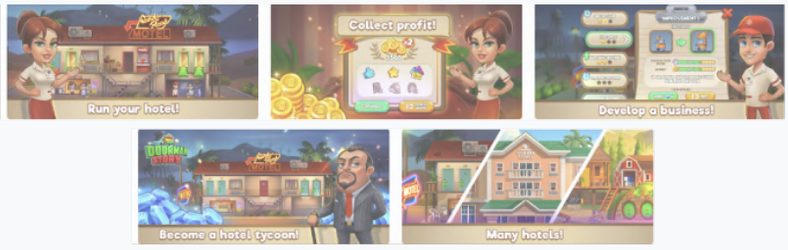
Original icon

**+10.8%**
installs

**+6%**
installs

## Screenshots in the store

Original screenshots



**+10.03%**
installs

# Results

## $7,000,000

Revenue
During the first 11 months after collaboration

## 209%*

unity ADS ROAS, WW, iOS

## 172%*

unity ADS ROAS, WW, Android

## $32.8**

ARPPU, iOS, WW

* Cohort, Day 115
** April 2021

# Contact us!

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.

Get started

www.appquantum.com hi@appquantum.com