$7,000,000

Revenue in 3 Months

During the first 3 months after signing the contract AppQuantum generated $7,000,000 in revenue for the Gold and Goblins game.

2020 — 2022

2 YEARS
OF PARTNERSHIP UPDATE

TOP-1 GROSSING IDLE TYCOON GAME
WW, US, 2022

TOP-3 FREE IDLE TYCOON GAME
in 2021 by downloads

36,000,000 downloads

The Mobile GameDev Awards by GameRefinery nominated Gold & Goblins as
A FINALIST FOR THE INNOVATION & EXCELLENCE IN CORE GAMEPLAY

We wanted to work with AppQuantum from the beginning. We already knew about their previous successful cases and were glad when their representative approached us. Everything went well from the first contact — we enjoyed the communication, interest in our product and professionalism.

AppQuantum performed a series of tests before proceeding to the contract. Even though the game was showing promising results, they wanted to make sure they are able to scale the game to a certain level.
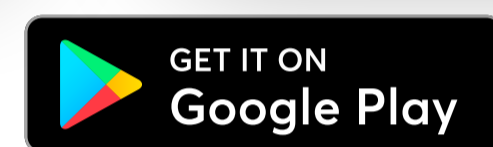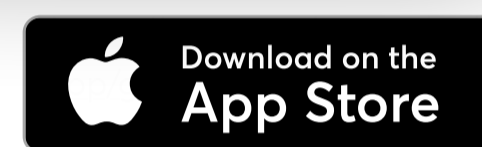
— Stephen Williams, Co-founder, Redcell Games
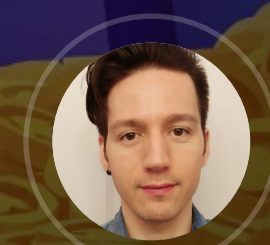
Background

Redcell Games is a small mobile game studio based out of Canada. The team came together out of a passion for creating fresh experiences. With their debut game, Gold and Goblins, they have been able to display their collective experience to create high quality, successful games.

Gold and Goblins: Idle merger is an Idle game with merge mechanics where the player controls little goblins that mine gold in shafts. The player's goal is to manage resources, get more goblins, merge them and break ever-growing rocks to find gold and get to the next shaft.
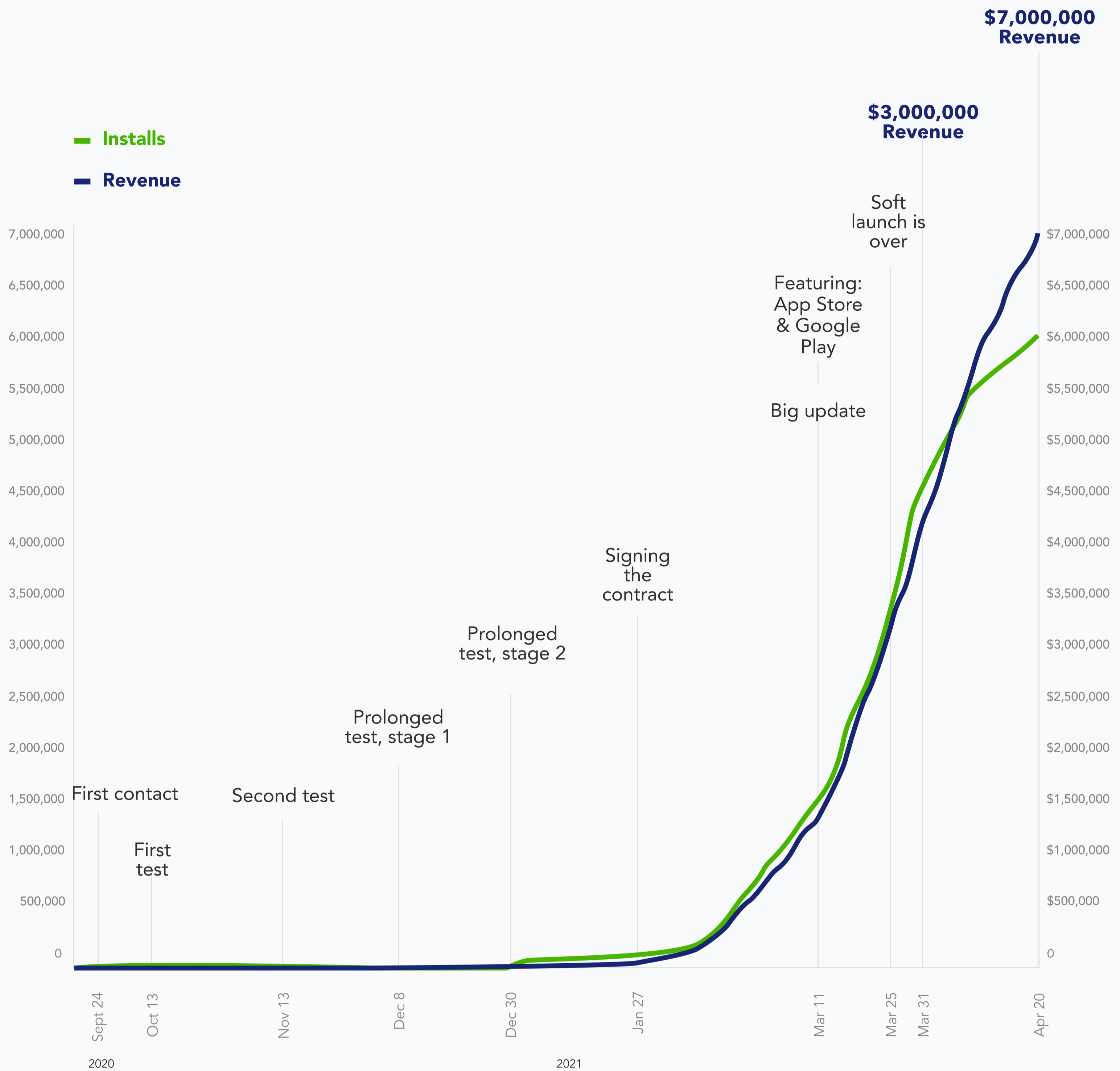
6,000,000 players

USER BASE

760,000

DAU

Timeline

$7,000,000 Revenue

$3,000,000 Revenue

— **Installs**

— **Revenue**

7,000,000
6,500,000
6,000,000
5,500,000
5,000,000
4,500,000
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0

$7,000,000
$6,500,000
$6,000,000
$5,500,000
$5,000,000
$4,500,000
$4,000,000
$3,500,000
$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
0

Soft launch is over

Featuring: App Store & Google Play

Big update

Signing the contract

Prolonged test, stage 2

Prolonged test, stage 1

First contact

First test

Second test

Sept 24   Oct 13   Nov 13   Dec 8   Dec 30   Jan 27   Mar 11   Mar 25   Mar 31   Apr 20

2020   2021

Target audience
Male, Female, 13+

Traffic Sources
Facebook, AppLovin, Unity

GEOs
USA, Germany, UK, Canada, Australia

Strategy

To be honest we had our doubts at the start. Even though the game looked really great in terms of production quality, we first saw it at a rather early stage of development. Some KPIs were promising, but it was hard to predict how much time, money and effort is needed to finalize the game to the stage it can be profitable.

Redcell Games were sure they could make it, so we agreed on the following - they develop the game as they find suitable while we make a prolonged test to find the best performing marketing approach. This way, when we decided to go under publishing agreement, both sides were sure that's exactly the type of cooperation they want and that it'll be fruitful.

— *Ilya Tumenko, Publishing Producer, AppQuantum*

Prolonged tests started soon after the first smaller tests. The goal was to confirm the game's profitability, exclude randomness and gather enough data for scaling.

Prolonged test strategy

We started to conduct tests from the Android version, because the iOS version has not yet been completed by the developers.

We have optimized advertising campaigns for installs and purchases.

Types of creatives
we used: Long & Short videos with gameplay, static 2D

We chose an approach that showed a lot of gameplay because we wanted to attract the most relevant audience. These users convert well with high LTV. We've relied on creative production approach that allows us to use misleads with several rules and restrictions that help us to avoid well-known disadvantages of this strategy.

Placements for tests
FAN, FbFeed+FAN, Unity, Google Ads

GEO
US, France, Germany, United Kingdom, etc.

KPI
$0.8 - $1 for install, US (Android) (at this moment managed to reach LTV $ 1.5)

Demographics
Male, Female, 13+

Creatives
6 best performing creatives from test period

Results, US, Android

	Facebook	Unity Ads	Google Ads
ROAS*	**230%**	**400%**	**84%**

*Cohort, Day 115

The purpose of the prolonged test is to understand if we can scale with the growth of traffic and generate profit at the same time. In addition, we looked for creatives and the type of optimization that helped to get a higher ROAS.

As a result we decided to go under publishing agreement.

Publishing strategy

Redcell Games - is a team of highly qualified professionals, who know exactly how to run their product. So in this partnership our main strategy is to provide them with infrastructure around the project that enables developers to focus on what they are best at.

We design custom dashboards in our BI system built specifically for the needs of the project, provide analysis of all updates and features, help with QA and support, constantly review the game and provide them with ideas on monetisation and game development.

— Elena Bugakova, Publishing Producer, AppQuantum

Retention, US

ARPPU
$45
🤖 + 🍎

Android

40%	33%	25%	15%	8%
D1	D3	D7	D14	D28

iOS

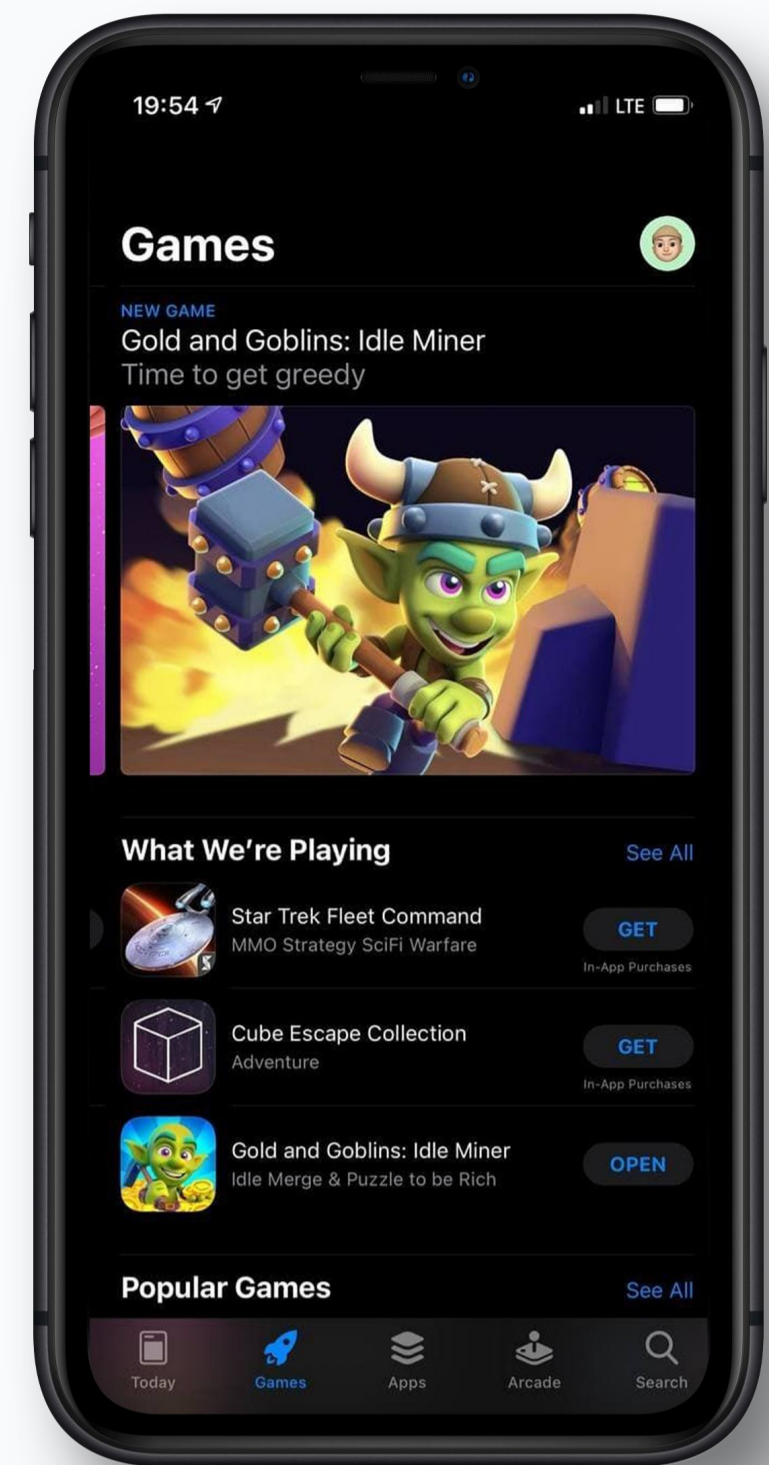| 53%	35%	27%	20%	11%
D1	D3	D7	D14	D28
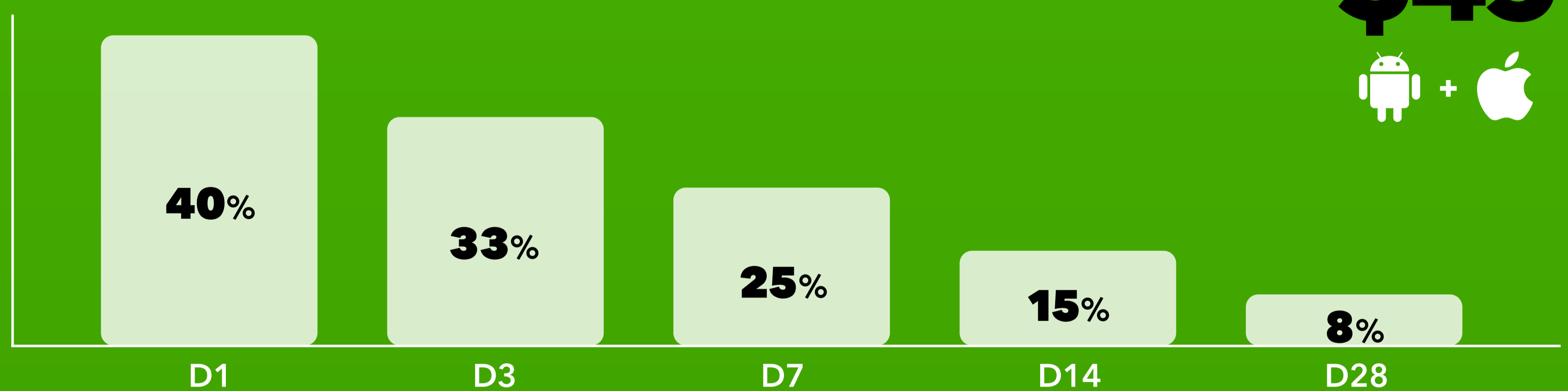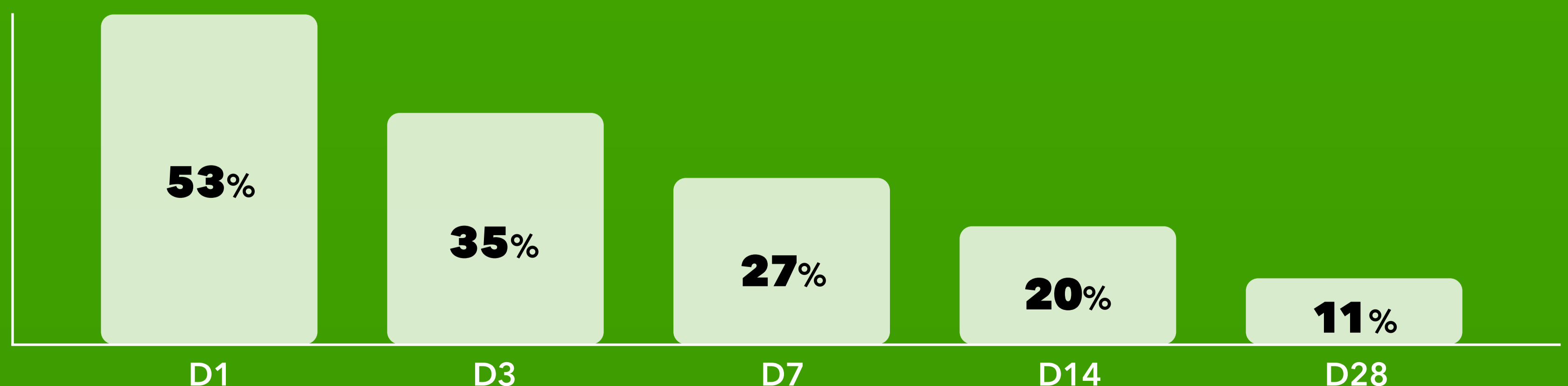
Featuring

In March 2021 we obtained featuring on App Store and Google Play.
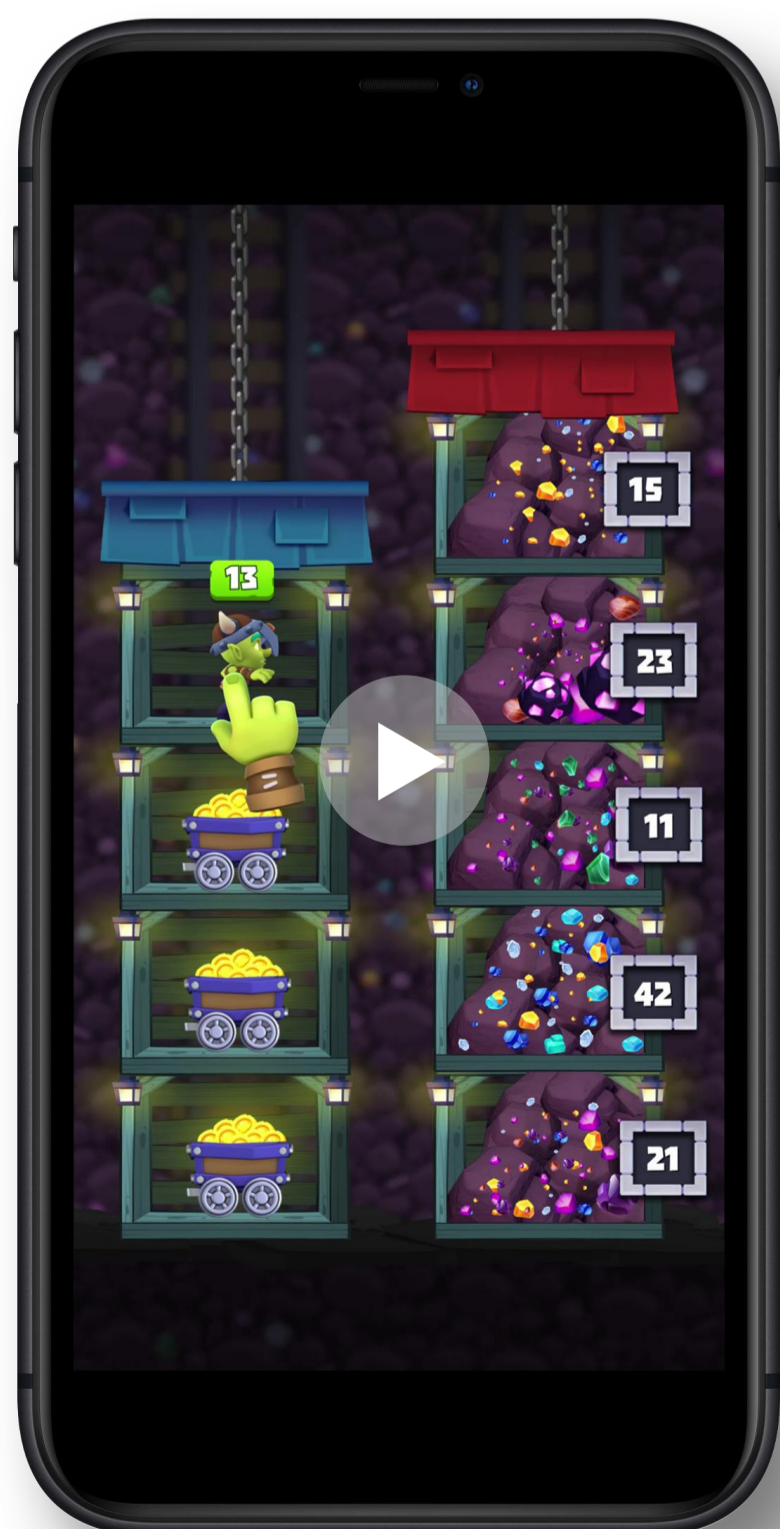
Results:

90,000 downloads*
$80,000 revenue*
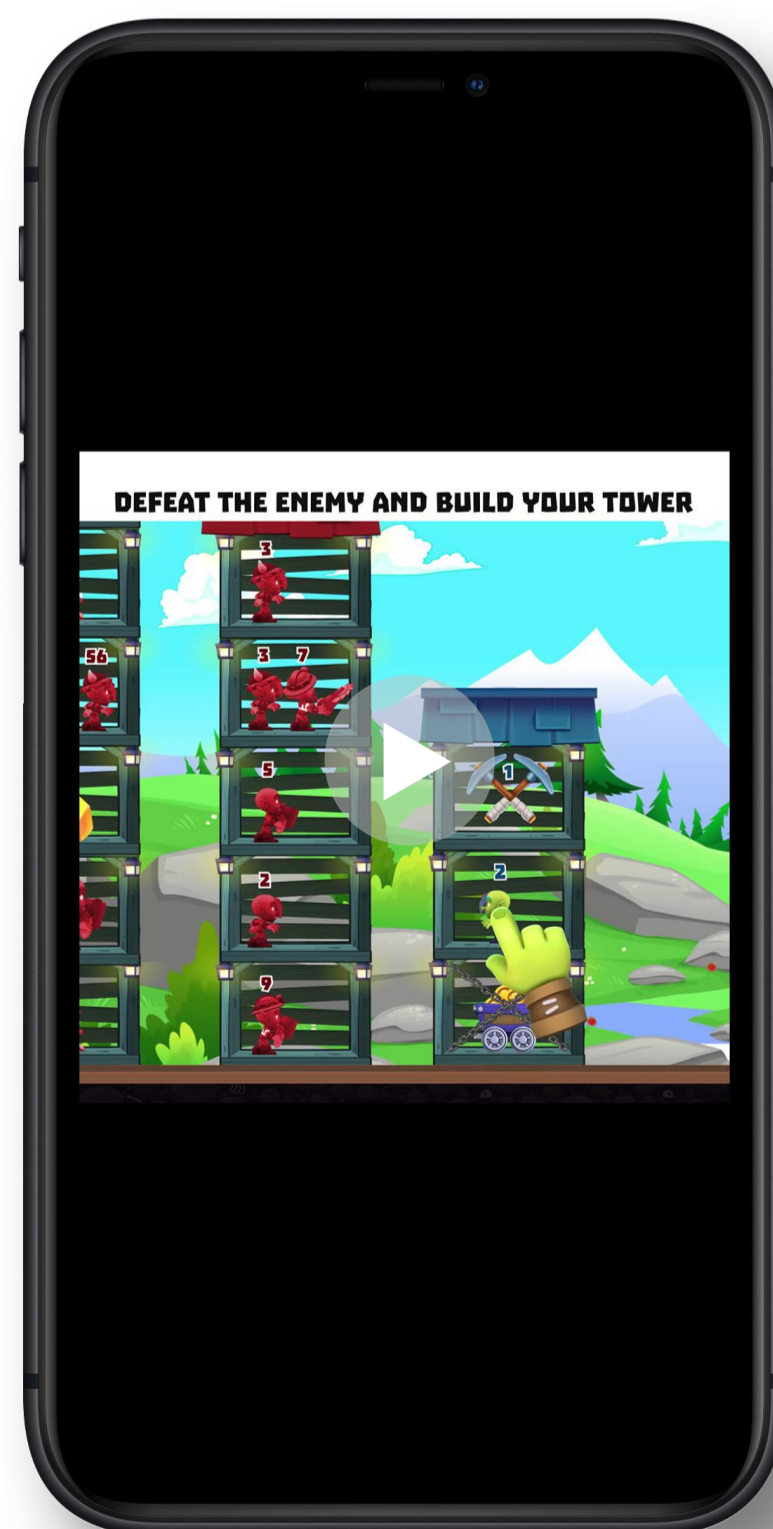
*for both platforms combined

User Acquisition

Top performing GEO: **US, GB, DE, CA, AU**

70 New creatives per week
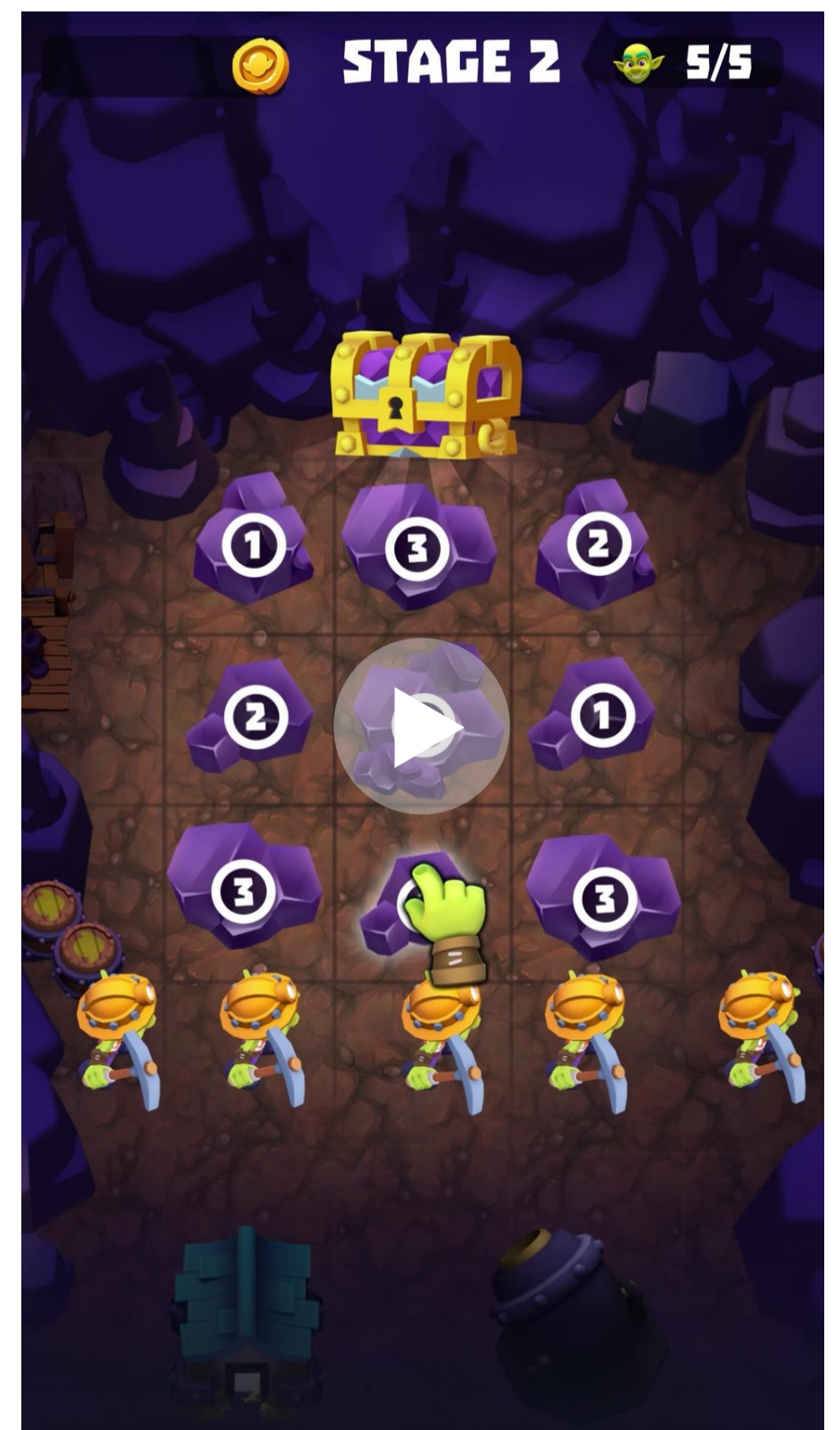
5 UA managers

CTR = **0.66%**, IPM = **4.6**   CTR = **0.92%**, IPM = **5.8**
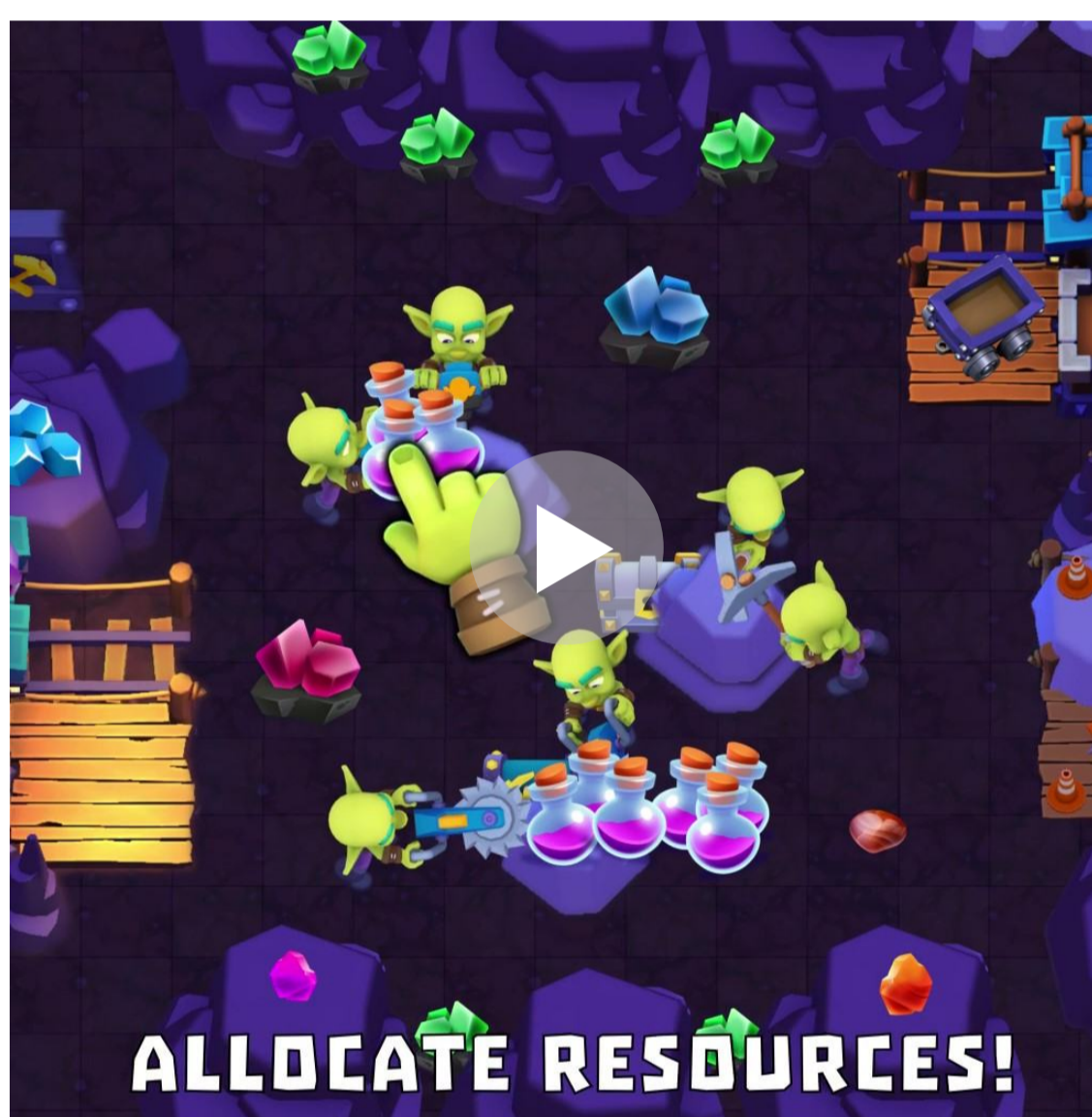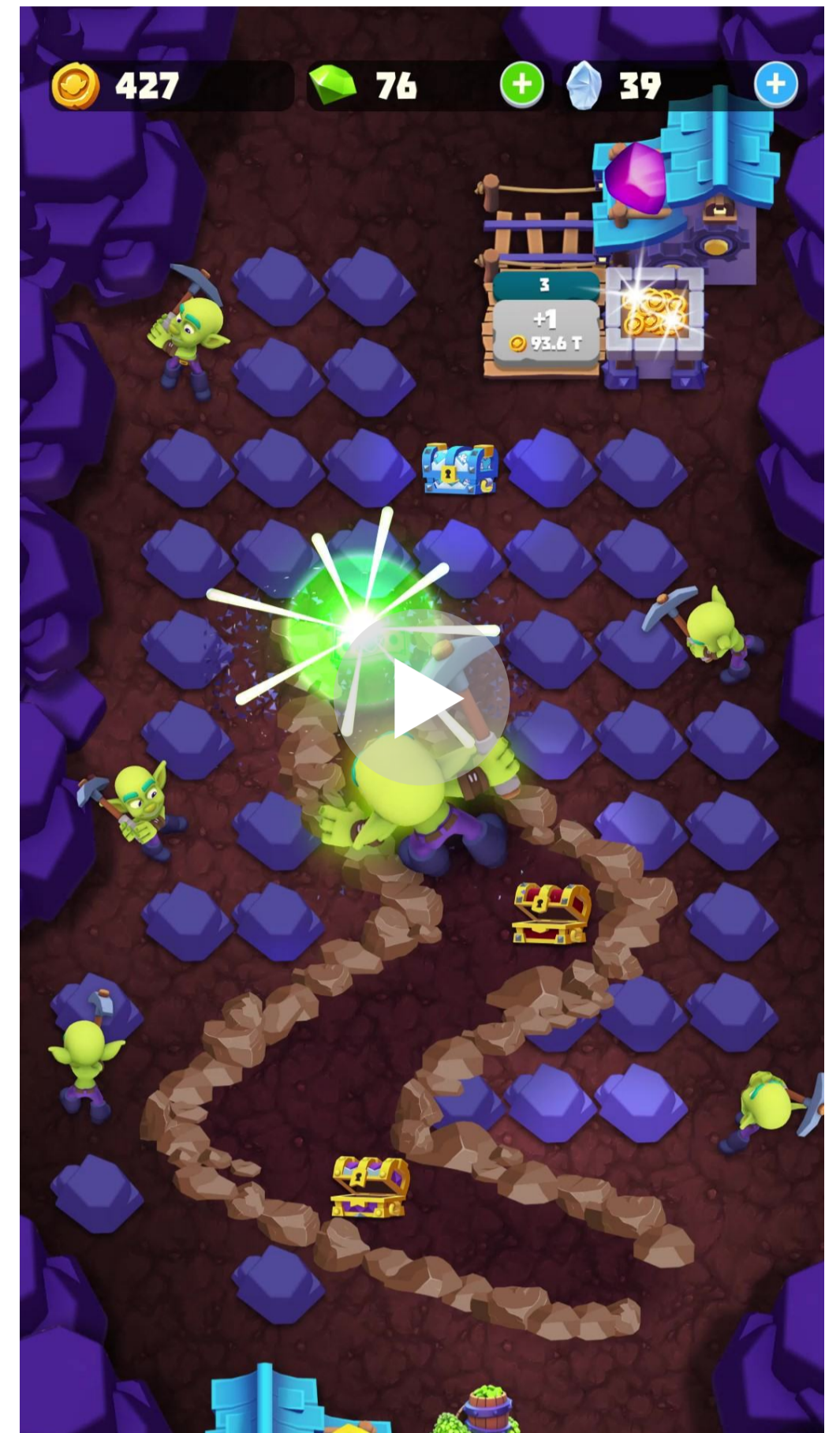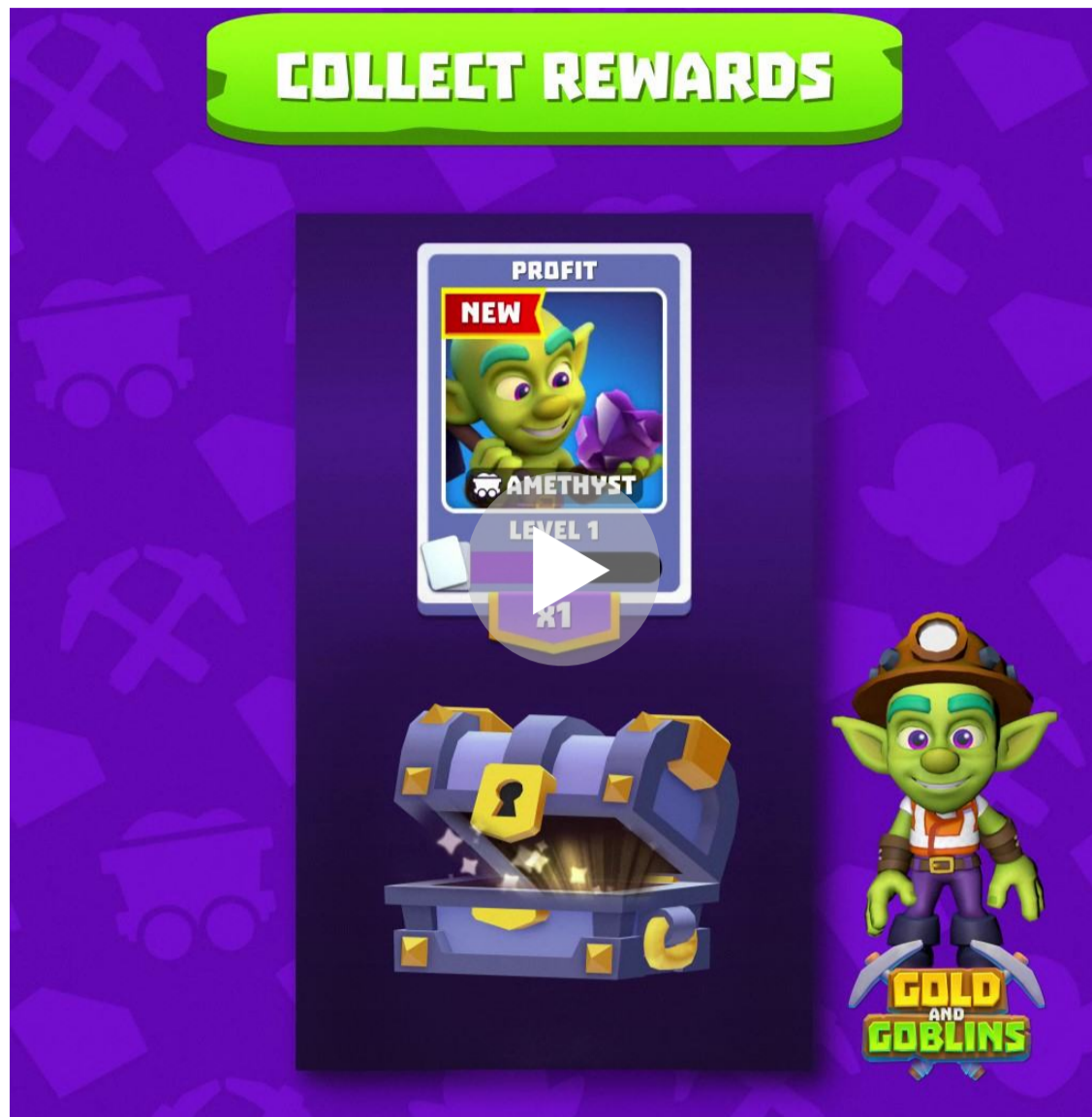
Other creatives:

Results

$7,000,000[*]

Revenue

70

Creatives per week

5.8^{**}

IPM

$45

ARPPU, US

* During the first 3 months after signing the contract
** For the top creative

Contact us!

Do you have a mobile game or a studio and are you looking for proven product expertise or investments?

Drop us a line!

We will find plenty of opportunities for our collaboration!

Get started

appquantum.com   hi@appquantum.com