Gold and Goblins

AppQuantum

$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 installs

36,000,000 installs

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, Redcell Games co-founder

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.

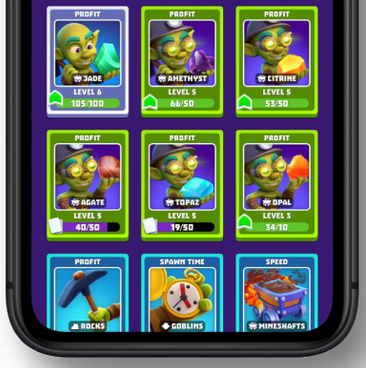
6,000,000 players

USER BASE

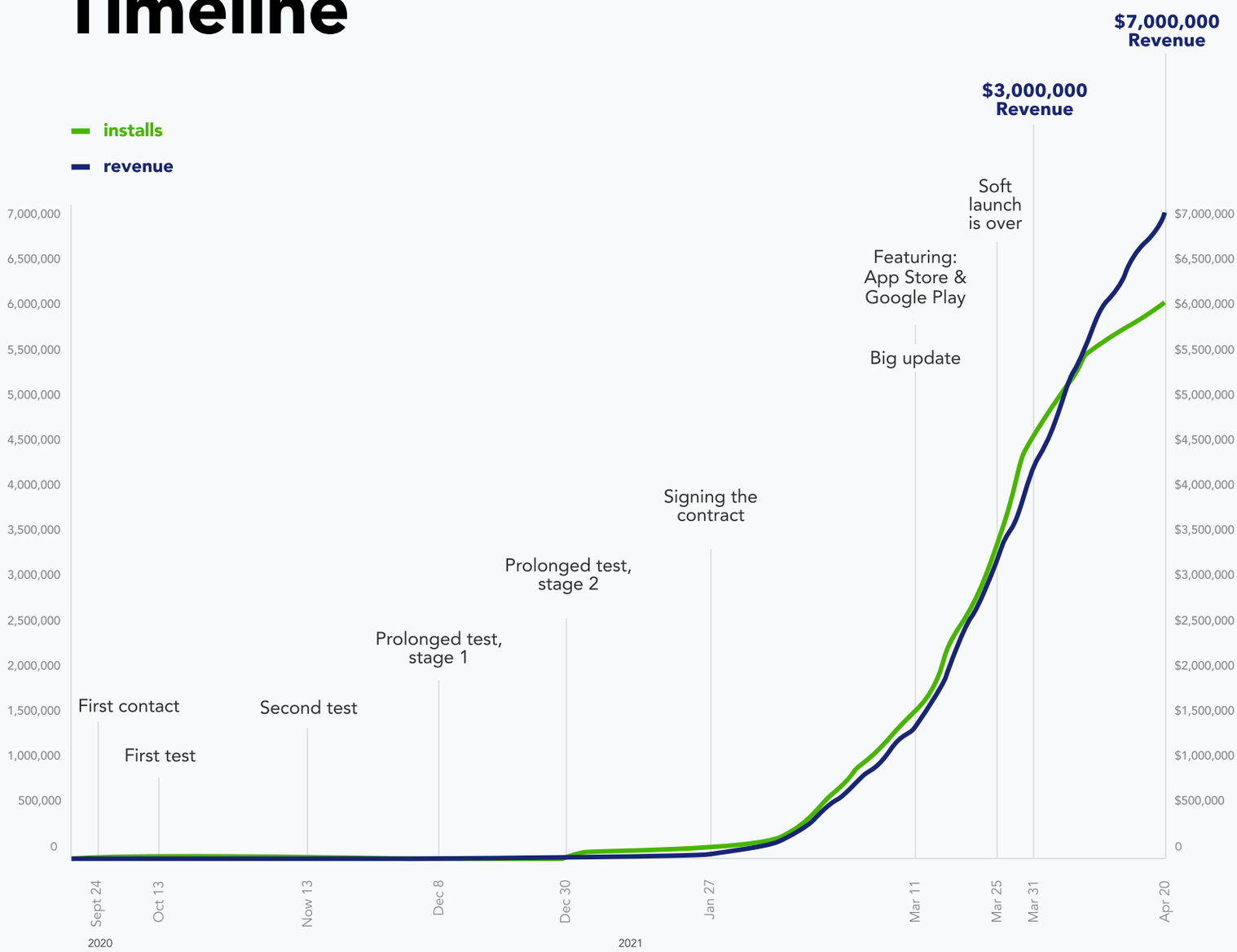
760,000

DAU

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.



Timeline



Target audience	Traffic Sources	GEOs
13+, Males+Females	Facebook, AppLovin, Unity	USA, Germany, UK, Canada, Australia, Russia

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 Director

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

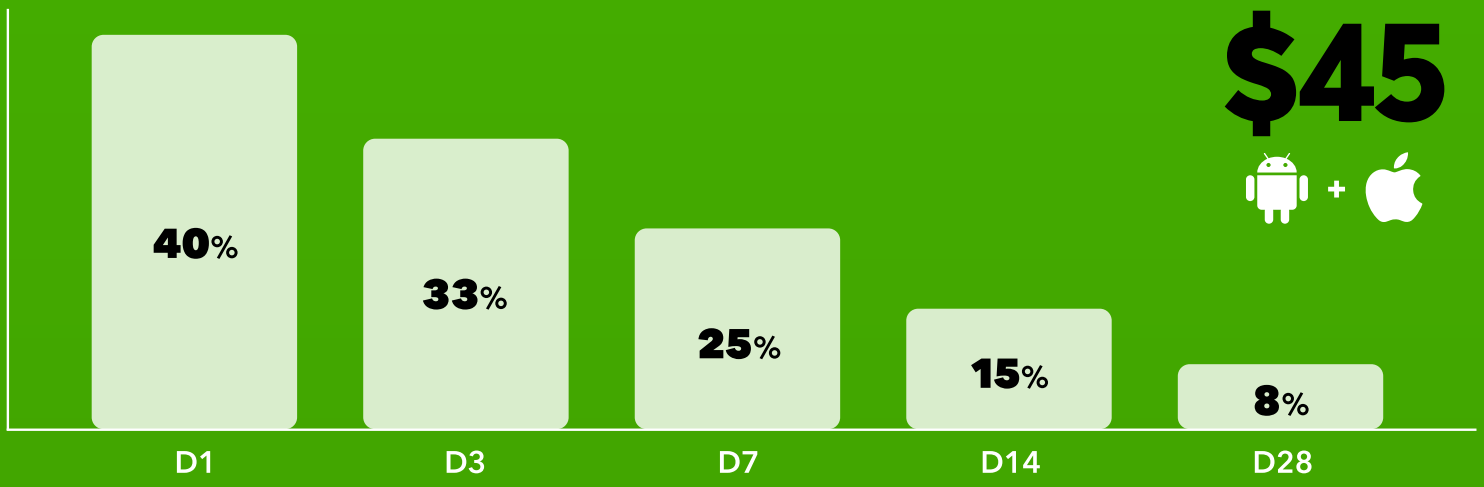
"Redcell Games - is a team of highly qualified professionals, who know exactly how to run their product. So in this partnership our main strategy is to provide them with infrastructure around the project that enables developers to focus on what they are best at.

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 at AppQuantum

Retention, US

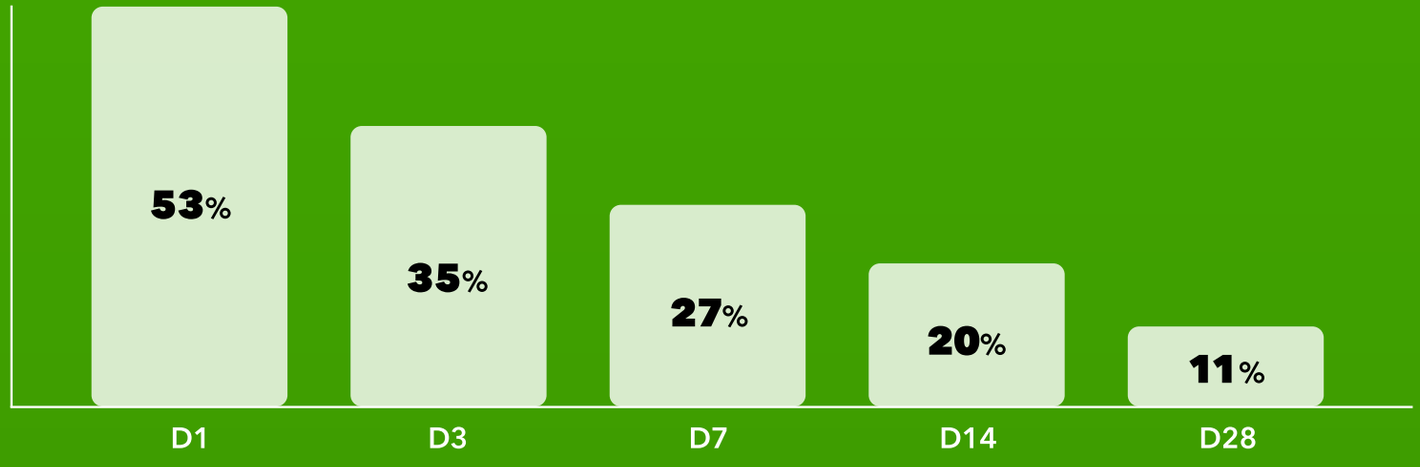
Android



ARPPU

$45

iOS



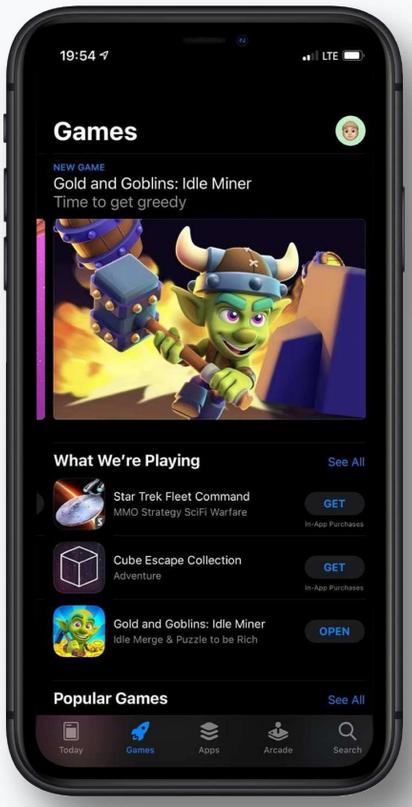
Featuring

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

Results:

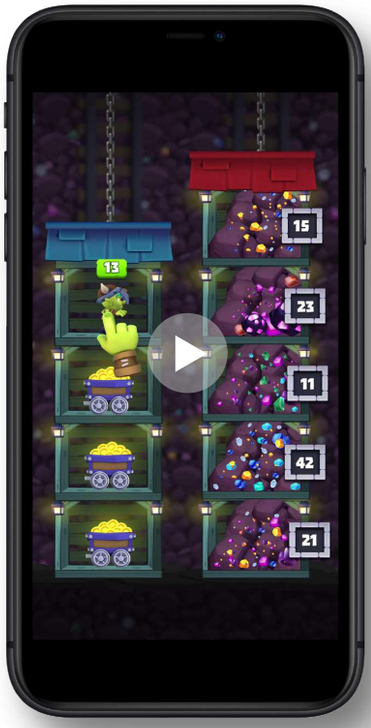
90,000 installs*
$80,000 revenue*

*for both platforms combined

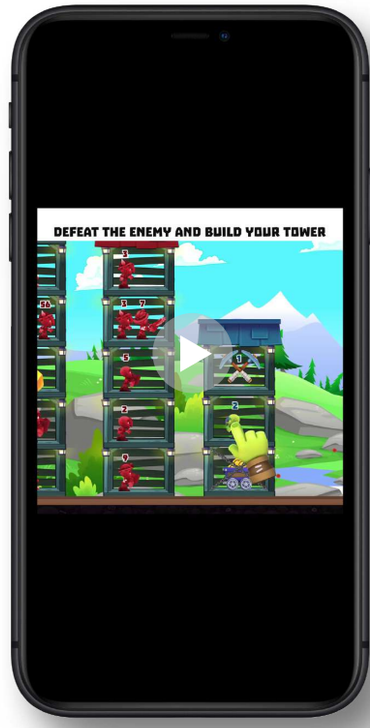


User Acquisition

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



CTR = **0.66%**, IPM = **4.6**

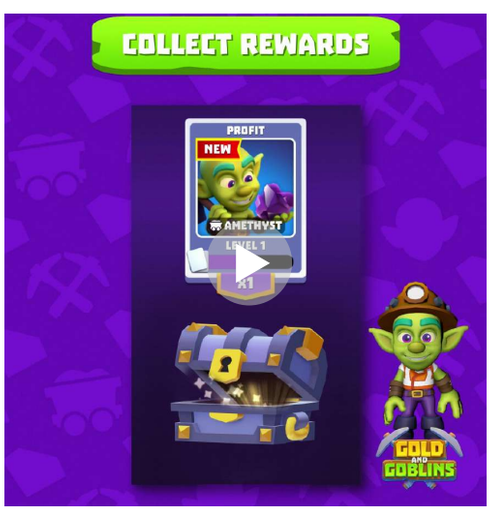


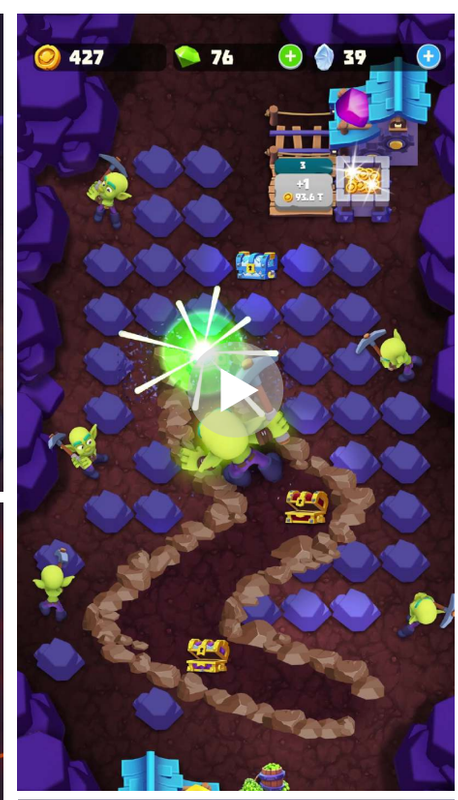
CTR = **0.92%**, IPM = **5.8**

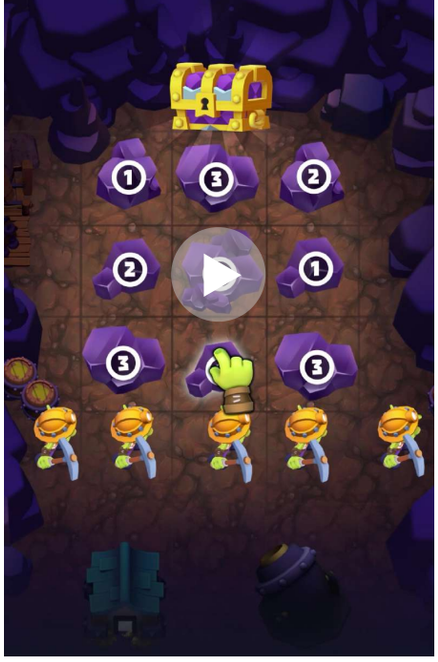
70 New creatives per week

5 UA managers

Other creatives:







Traffic Sources: APPLOVIN unity ADS

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 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

www.appquantum.com hi@appquantum.com