AppQuantum

2.8M+ downloads

In the first two months after release AppQuantum generated 2.8M+ installs for the game Idle Light City.

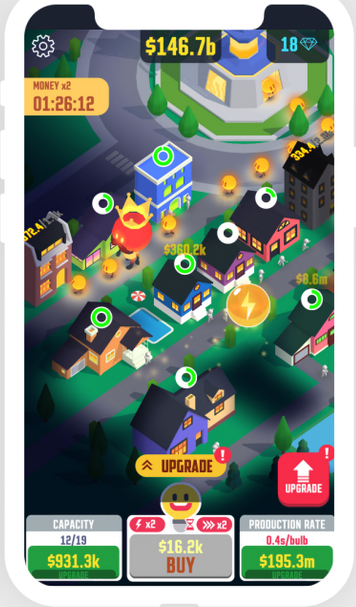
"We wanted to work with AppQuantum since the beginning because we already knew what they can do with the example of Idle Evil Clicker. Even before the first test their representatives gave us recommendations on monetisation improvements which showed good results. After several days of the free UA test, we were offered an agreement.

We like it the most that the team is very open - since the beginning AppQuantum has always shared all the information with us. They answer the questions and give us overview of their actions and strategy. We are very pleased with our collaboration."

— Tung Hoang, Vice President of No Power-Up

Background

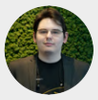
Idle Light City is made by a Vietnamese company No Power-Up. It is a casual idle game where you build and upgrade houses and small light bulbs make the city shine with bright colours. AppQuantum contacted the developers with offer to test their game and thus the cooperation began.



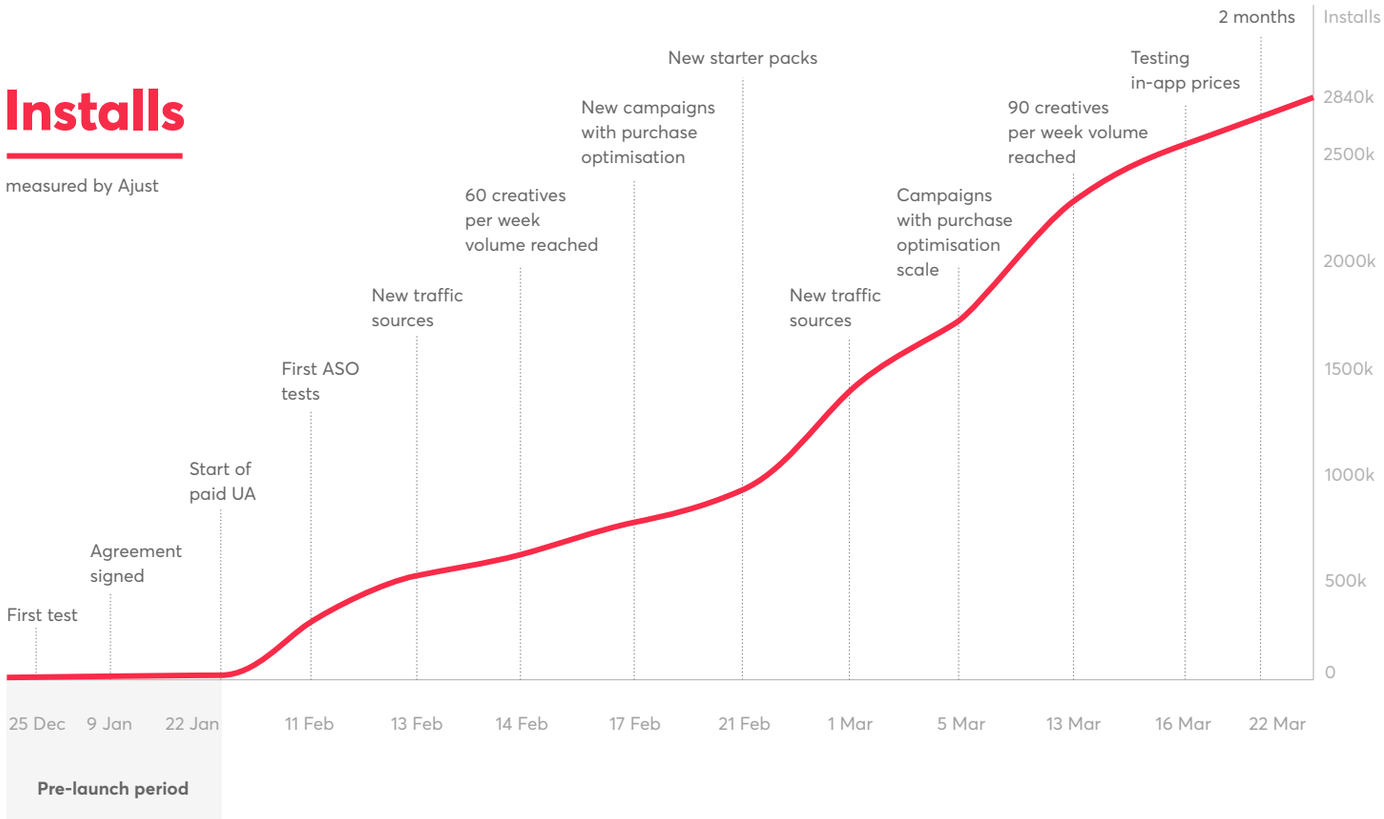
"Before we started working with No Power-Up, their game was tested by other publishers, but they didn't see the potential. We made our own test, measured the game metrics and realised that it has good perspectives.

In the beginning developers hesitated for a moment when we offered them a test period with a minimal guaranteed marketing spend. But we told them our possibilities were much higher. In the first month we have exceeded the minimal guaranteed marketing spend 3 times."

— Ilya Tumenko, Head of Publishing AppQuantum

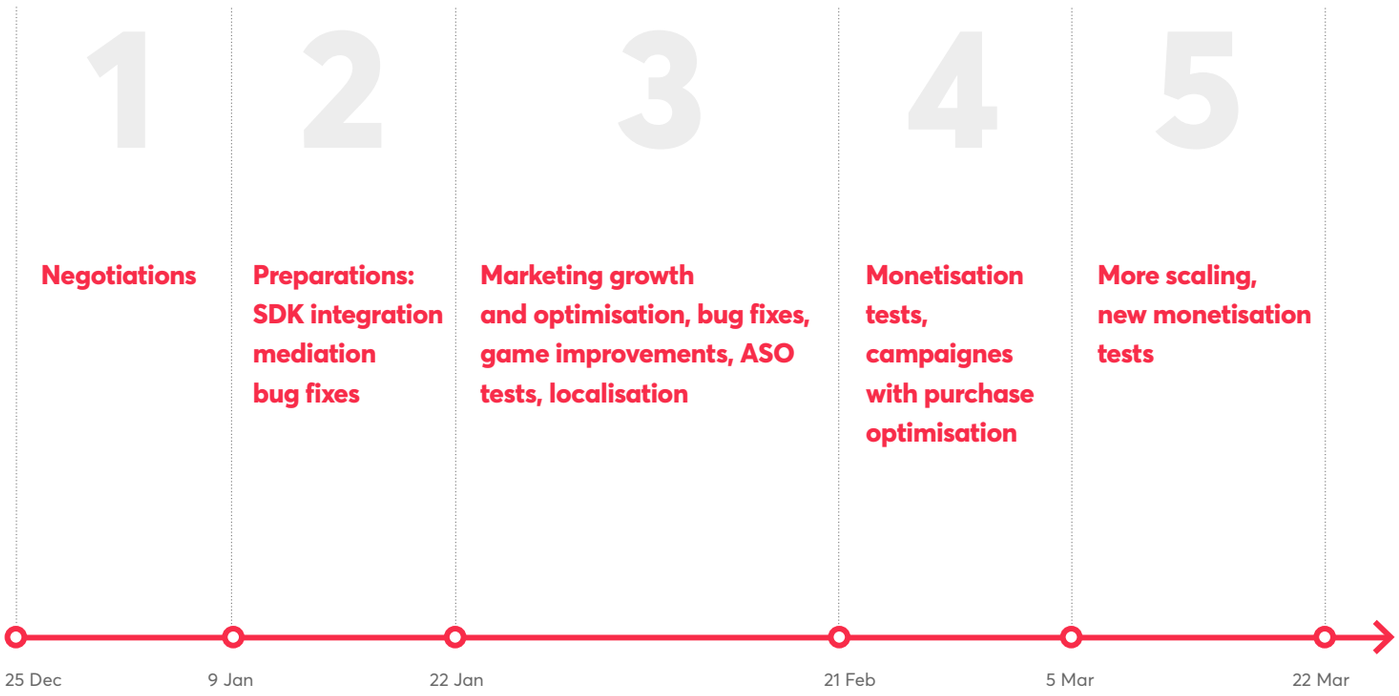


Timeline



Strategy

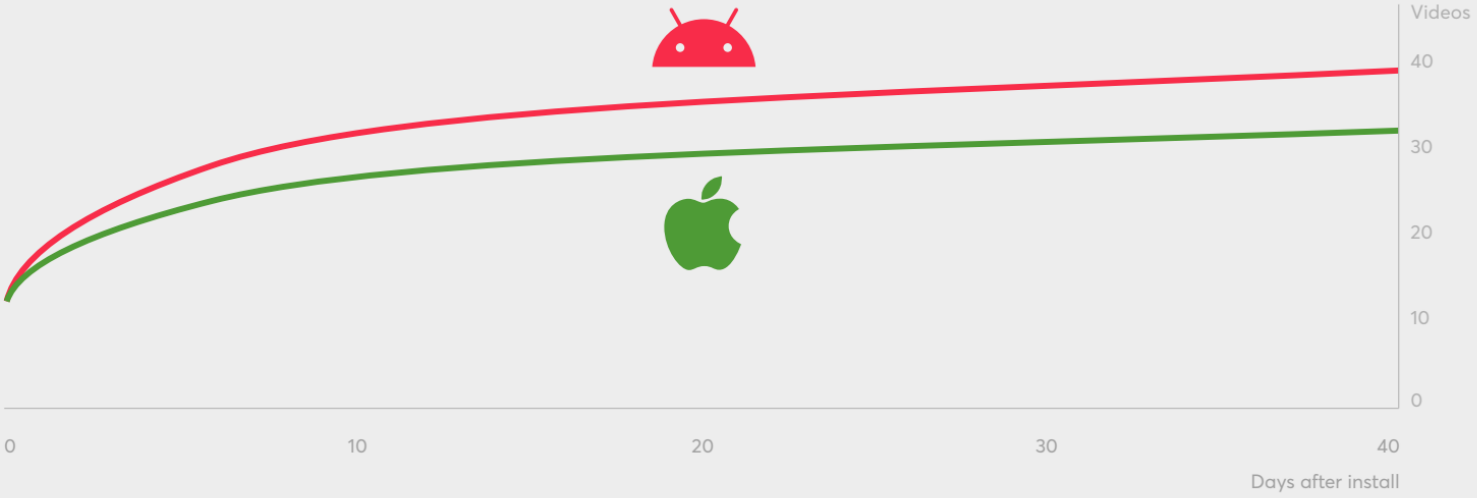
The game showed great results on the first test so we decided to start scaling as soon as possible. But first we needed to ensure that the game was ready for volumes. So we focused on ad monetisation first, then insured marketing growth and optimisation and improved in-app monetisation.



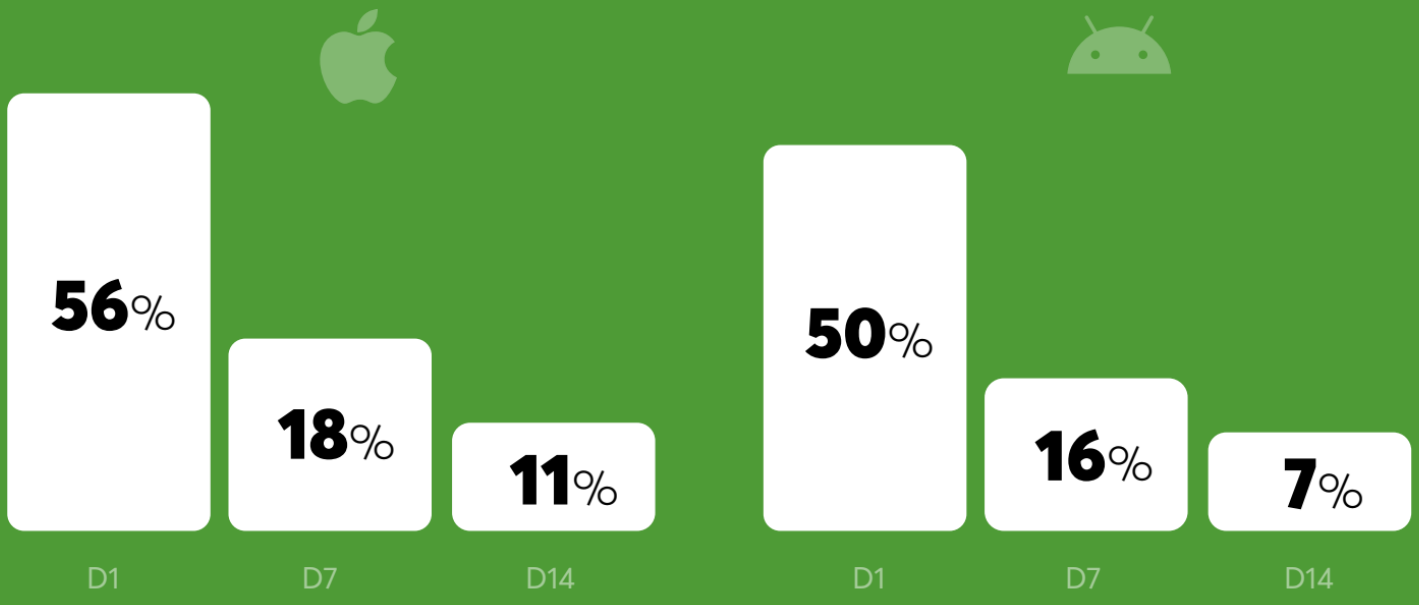
Ad monetisation

As far as Idle Light City is a game with a bias in ad monetisation, we started with improving its mediation and adding more ad placements. Due to our expertise, we were able to ensure good eCPM on target markets right from the start which let us scale a great deal and do it fast.

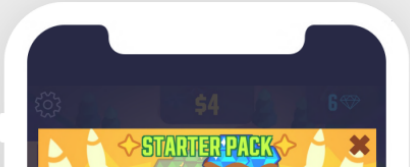
Rewarded videos watched per user, USA



Retention



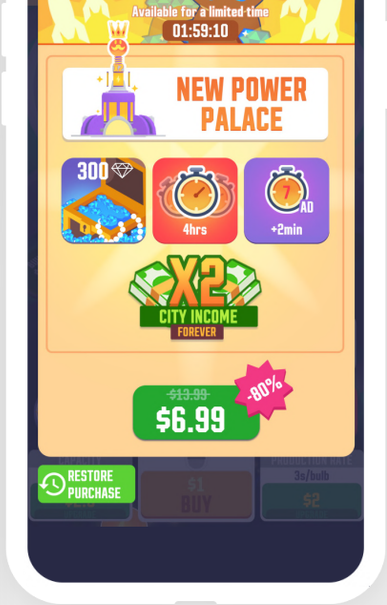
In-app



monetisation

Idle Light City had a very small number of in-app payments. We developed a new starter pack with persistent content and timer, and split-tested it to determine the best price.

Once we tested different approaches and secured good financial metrics we were able to scale campaigns with purchase optimisation.



ARPPU

measured by Adjust, US

$13

$12.2

Starter pack purchase share among other in-apps

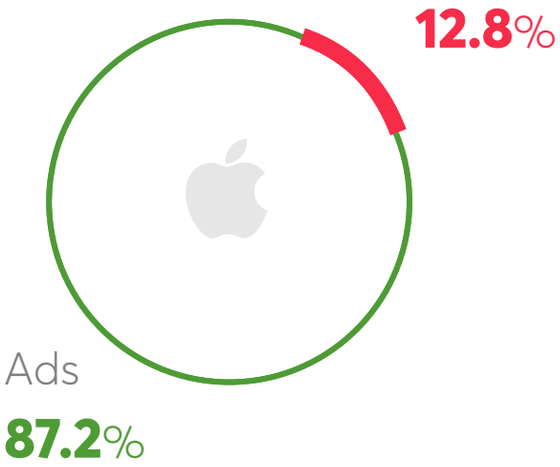
27.5%

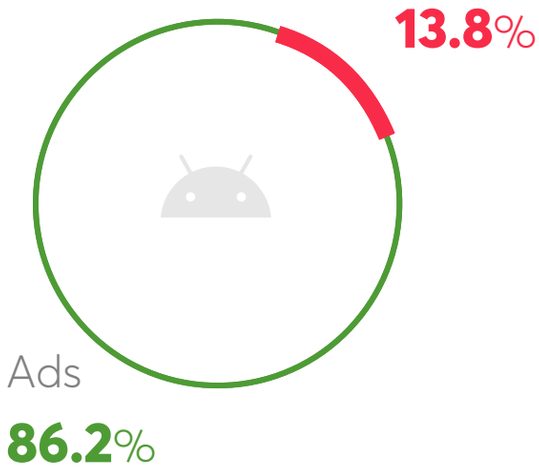
31%

In-app revenue share

In-app

In-app





Marketing

1 week after we started constant paid UA we had the game translated into 10 languages: English, German, Chinese, French, Italian, Japanese, Korean, Portuguese, Spanish and Turkish. Thus we could effectively target more countries and ensure quick scaling.

User Acquisition

2.8M+ installs

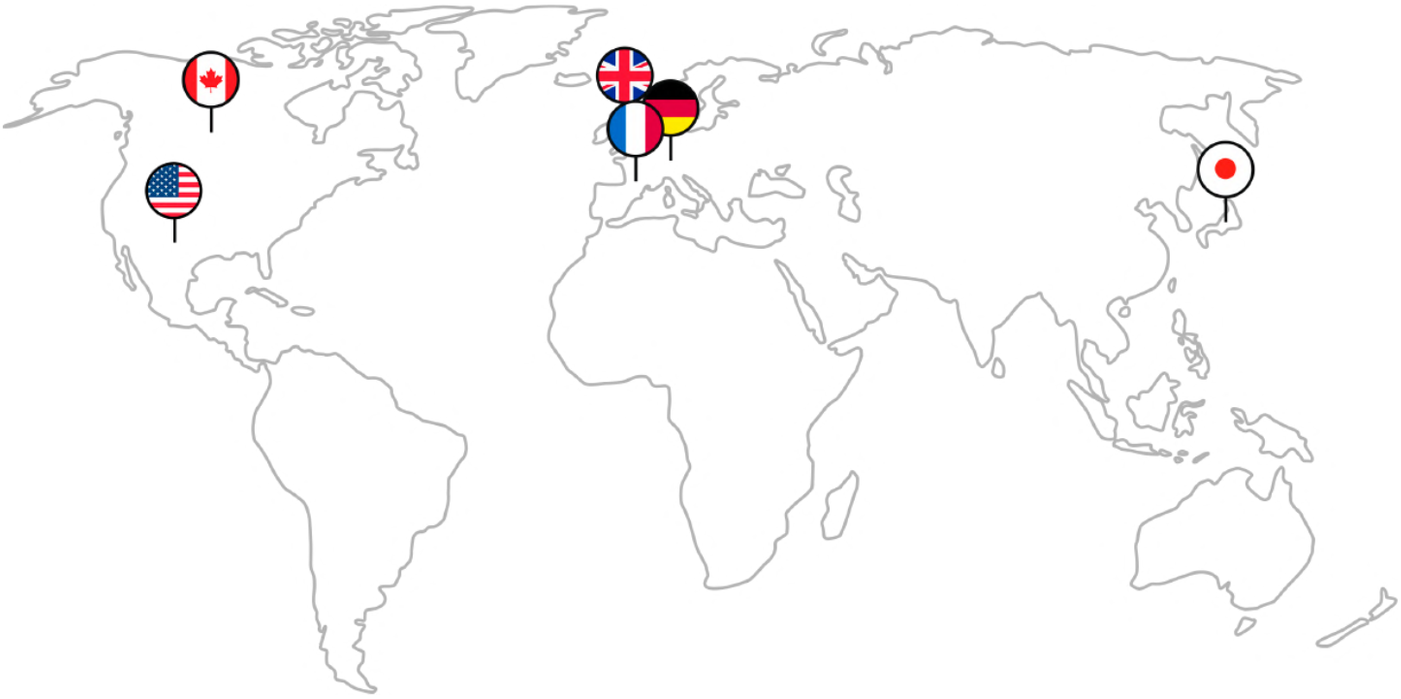
90+ creatives per week

Main GEOs:

US, UK, Germany, France, Canada, Australia, Japan

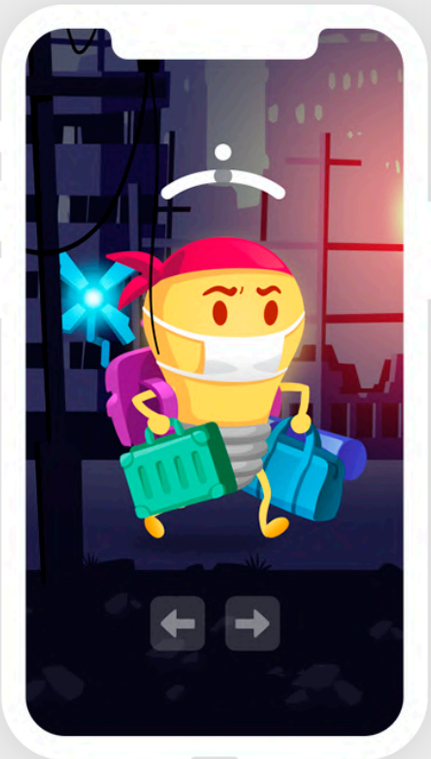
Main sources:

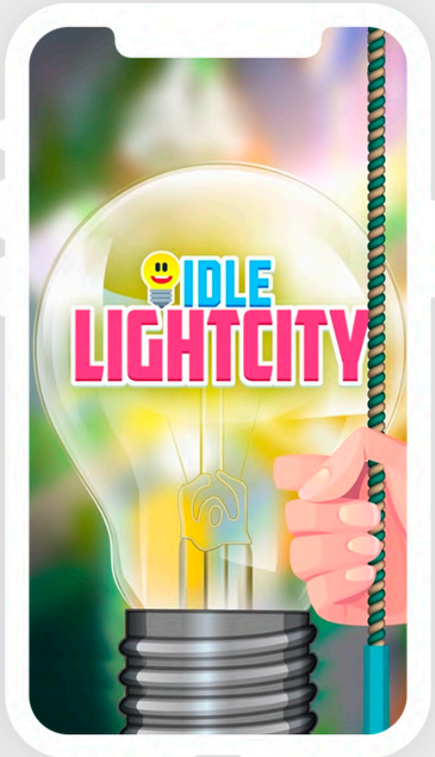
Facebook, Google UAC, Unity



Creatives

Our creative department has been delivering volumes of high-quality creatives on a daily basis starting from 30 creatives per week in the end of January, 60 creatives per week mid February and 90 - mid March.





ASO

We run ASO tests every week. We have updated video, screenshots and are constantly working on icon optimisation.

Original icon

+2% install rate

+2.7% install rate

New video
+7% install rate

Total results:
+11.7% install rate

Results

First 2 months

(from January 22 to March 22)

Installs globally

2.8M+

Creatives per week

90+

ARPU (in-app)

x2

Paying users

0.5% → 3%

In the first 2 months after the release of the game, AppQuantum together with developers have produced:

- New cool offers
- Permanent monetisation tests
- Game design improvements (new features)
- New game content
- Permanent ad monetisation tests (new placements, eCPM increasing)
- New video & screenshots for app store page, other ASO
- Accurate localisation for 10 languages
- Game balance changes

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 facebook.com/AppQuantumPublishing