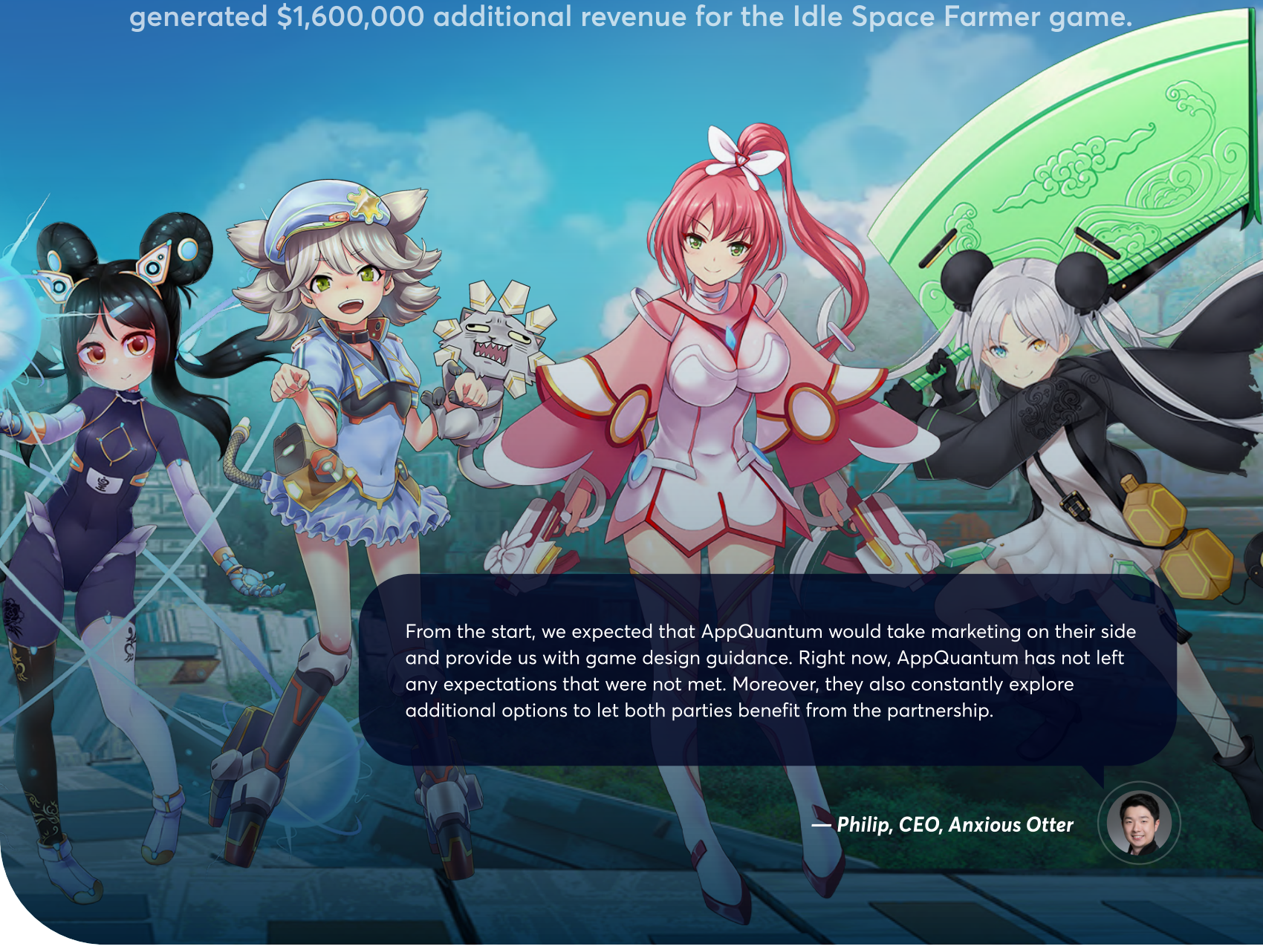
Idle Space Farmer

AppQuantum

$1,600,000

Additional Revenue with AppQuantum

During the cooperation with the Anxious Otter studio, AppQuantum generated $1,600,000 additional revenue for the Idle Space Farmer game.



From the start, we expected that AppQuantum would take marketing on their side and provide us with game design guidance. Right now, AppQuantum has not left any expectations that were not met. Moreover, they also constantly explore additional options to let both parties benefit from the partnership.

— Philip, CEO, Anxious Otter

Background

Idle Space Farmer is an Idle Tycoon game with an anime art style where the player should build different monster farms on various planets and collect kawaii characters in order to create their own Space Empire.

The game was launched in November 2019, and before the cooperation with AppQuantum, Anxious Otter were marketing the game themselves.
At some point, developers found it hard to increase the volumes of the game further and agreed to have a test with us.

Download on the App Store

GET IT ON Google Play

Extended test

Usually, when the game already has a significant amount of traffic, we perform a test with bigger volumes to see if we can add value to user acquisition.

Campaign details:

Platforms: start with Android, then iOS

GEO: We started with the US and then moved on to Tier-1, Tier-2, and WW.

Creatives: We utilized both video and playable creatives offered by Anxious Otter as well as create our own ones.

Optimization: Value (VO), Minimum Return on Ad Spend (minROAS), App Event (AEO), Mobile App Installs (MAI).

Strategy: We've chosen various optimization strategies depending on the performance. The strategies were optimized on a daily basis.

Media Channels: by Facebook

AAA/BAU campaigns

Budget: $10,000 - $50,000, depending on the performance.

Duration: 2-4 weeks.

AppQuantum has also provided the team with recommendations on ad placements, waterfall optimization, and in-app monetization to secure higher ROAS.

The test started on 16 October 2020, the results were satisfying for both parties, and we entered a publishing agreement on 9 December 2020.

> AppQuantum wasn't the first publisher who approached us. We have talked with numerous publishers before and done multiple rounds of marketing testing. In the end, AppQuantum gave us the best results among all the other publishers, and they actually spent more funds on testing than other publishers,

— Philip, CEO, Anxious Otter

Strategy

When we started cooperation, we outlined a three-pronged plan of action for how AppQuantum can help:

- **Increase revenue from users, both ad and in-app**
- **Increase retention**
- **Optimize user acquisition and creatives**

Product

As per our goal to increase the game's behavioral and monetization KPIs, we suggested implementing the following:

1. **Weekend LTEs**, due to which ARPDAU increased. Introducing LTE is standard practice to improve product metrics as well as profitability.

   Results:

   a. Event iAPs raised by 50% (they amounted to one-third of all iAPs on event days);
   b. In addition to the event ones, regular iAPs are increased as well;
   c. ROI of users registered on the event day uplifted by 1.5-2 times.

2. **Midweek LTEs**. Development of the idea with LTEs, this time focusing on activity and engagement of players.

   Results:

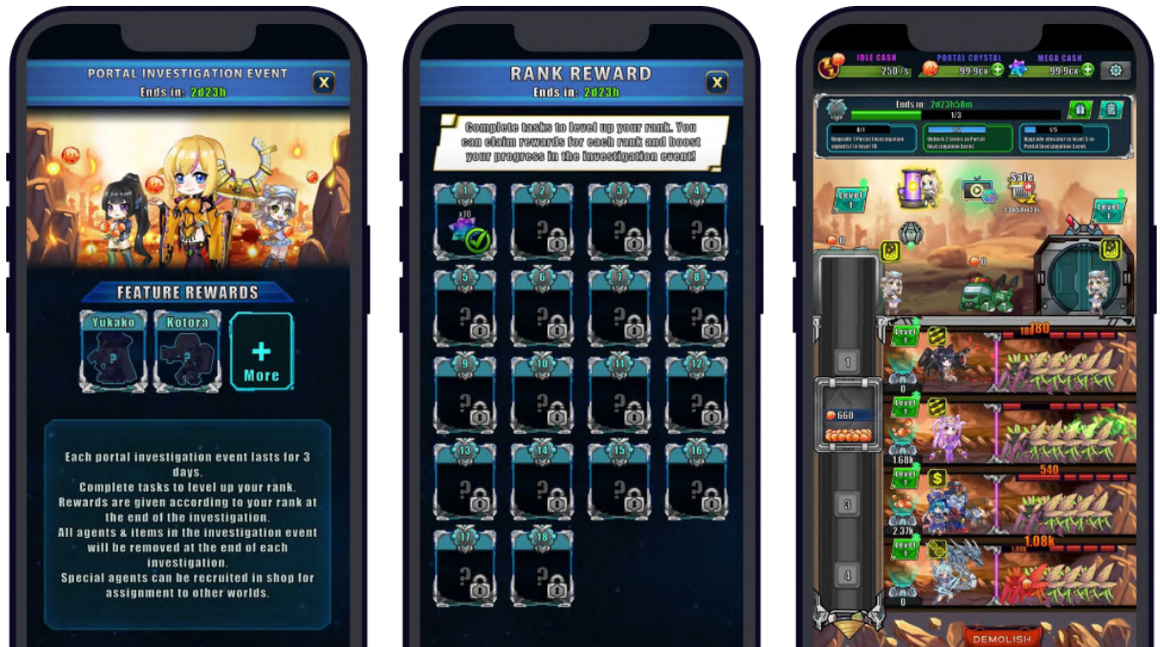
   a. Uplift of Ret D1 by 6%;
   b. Ad views went from 13 to 15 on day 3;
   c. Conversion to payments increased from 0.8% to 1.1% on the first day.

3. **Advertising segmentation.**

   Results:

   a. Increased CPMs by 10-15%
   b. Most irritative ads were cut out.

Weekend Event



Weekday Event

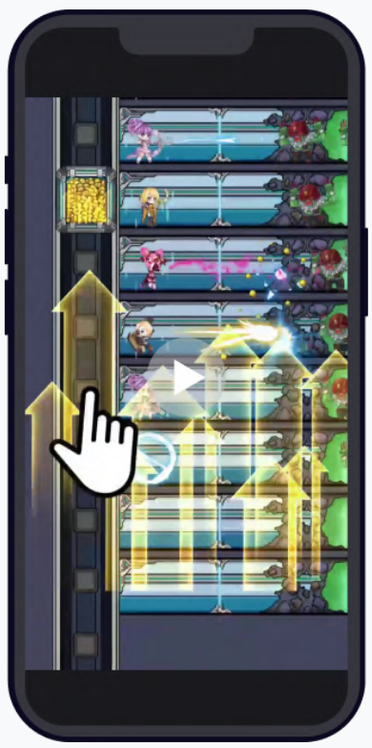
Marketing

One of our goals was to find new creative approaches that could lower the CPI and bring more relevant users. Generally speaking, the work on the creatives for the game lined up according to the following scheme:

Gameplay → **Search for the concept** → **Acquisition of significant traffic volumes on the most efficient concept** → **Research new concepts**

Examples:

The most successful benchmark of the project, its main feature is that, in fact, we demonstrate the characters from the game and continue the creative with the actual gameplay.



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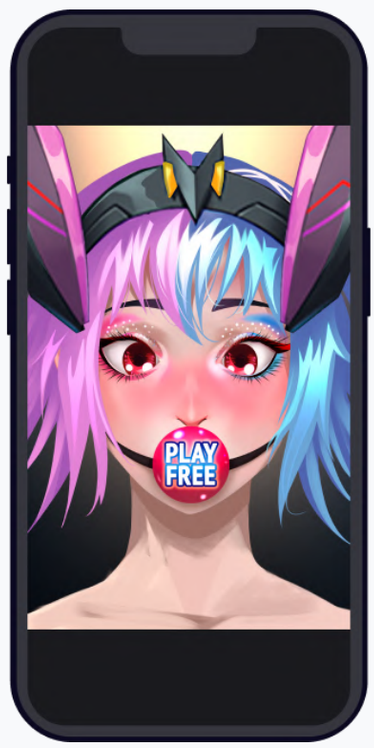

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A unique case of a successful creative. It's a static ad that works better than previous benchmarks.

On the UA side, we focused on acquiring solvent users, working primarily with iAP optimization of Purchase, Value, and minROAS. At the same time, we continued the traffic buying with CPA optimizations on RV events.

We have increased the spend

by 5 times

by identifying the most effective optimization, GEO, and creative concepts.

Next, we connected new networks to the UA strategy: unity APPLOVIN

That is how we found new good concepts and increased the traffic volumes, but due to the peculiarities of the genre and the project's setting, it wasn't possible to improve the user acquisition even more.

Nevertheless, we managed to keep the spend at $100,000 per month (on Android and iOS), which is 10 times more than the developer managed to do.

Results

Before AppQuantum (2020)

Only US GEO, poor non-organic campaigns, primarily organic traffic.

6,000 user base

ARPU: **$3.25**

Ret D1/7/14: **47.31% / 14.6% / 8.32%**

Paying Share: **6% (organic)**

1,500 user base

ARPU: **$2.67**

Ret D1/7/14: **14.97% / 9.61% / 4.85%**

Paying Share: **1.4%**

With AppQuantum (Q4 2020 - Q1 2021)

Launched worldwide UA campaigns, improved localizations and ASO, and introduced multiple recommendations on game design and monetization.

80,000 user base

ARPU: **$4**

Ret D1/7/14: **50.38% / 21.79% / 15.38%**

Paying Share: **8% (organic), 13% (non-organic)**

3,000 new users monthly

ARPU: **$3.80**

Ret D1/7/14: **53.78% / 18.37% / 10.85%**

Paying Share: **2.81%**

1,700,000+ players

user base, all platforms, 2023

We are currently thinking about publishing more games with AppQuantum, as our partnership was profitable and transparent. Also, the communication process was very comfortable and smooth, even with the differences in cultures between the West and the East. That's why we are considering them as trusted partners.

To the ones choosing the publisher for the European market right now — we recommend looking at the candidate's previous history in game publishing and whether they have a significant outreach in different languages.

— Philip, CEO, Anxious Otter

Contact us!

Do you have the mobile game on alpha or later stage?
We have investments, marketing resources
and extensive expertise in user acquisition.
You too can increase your profit.
Talk to one of our specialists at AppQuantum.

Get started

www.appquantum.com hi@appquantum.com