AppQuantum

# **$1,000,000** in 29 days

**AppQuantum generated $1,000,000 in revenue for the Dragon Champions game in the first 29 days after release.**

**Updated**
**1,000,000**
installs in 9 months after release

## Background

AIn June 2019, *AppQuantum* started partnering with an internal development team *PlayQuantum*, who has a big passion for old-school strategy and RPG games. This was a perfect fit for the Dragon Champions app, as it's a mobile free-to-play turn-based narrative-driven fantasy RPG.

Specialists from the AppQuantum team devised a strategy with developers and recommended valuable SDKs and together we started to prepare the game for a soft-launch.

The soft-launch started on the 1st of August, 2019 and was to last for 2 more months till the end of October. But after examing September KPIs we determined not to postpone any longer and published the game worldwide.

# Strategy

Continuous delivery of high-quality content is one of the most critical success factors. That's why during the first 3 months Dragon Champions received 2 seasonal events with exclusive content — for Halloween and New Year. Both of these custom updates caught the attention of the App Store and Google Play and got promoted to featured status.

Two weeks after release Dragon Champions received it's first featured status in Google Play worldwide, under the section "New & Updated". This promoted featured status brought us more than 50 000 installs! At the end of October, the game was awarded featured status on the App Store in the Russian and USA markets, under the section "Updated and Upgraded Games".

Besides seasonal events, developers regularly added new characters, game modes and campaigns.

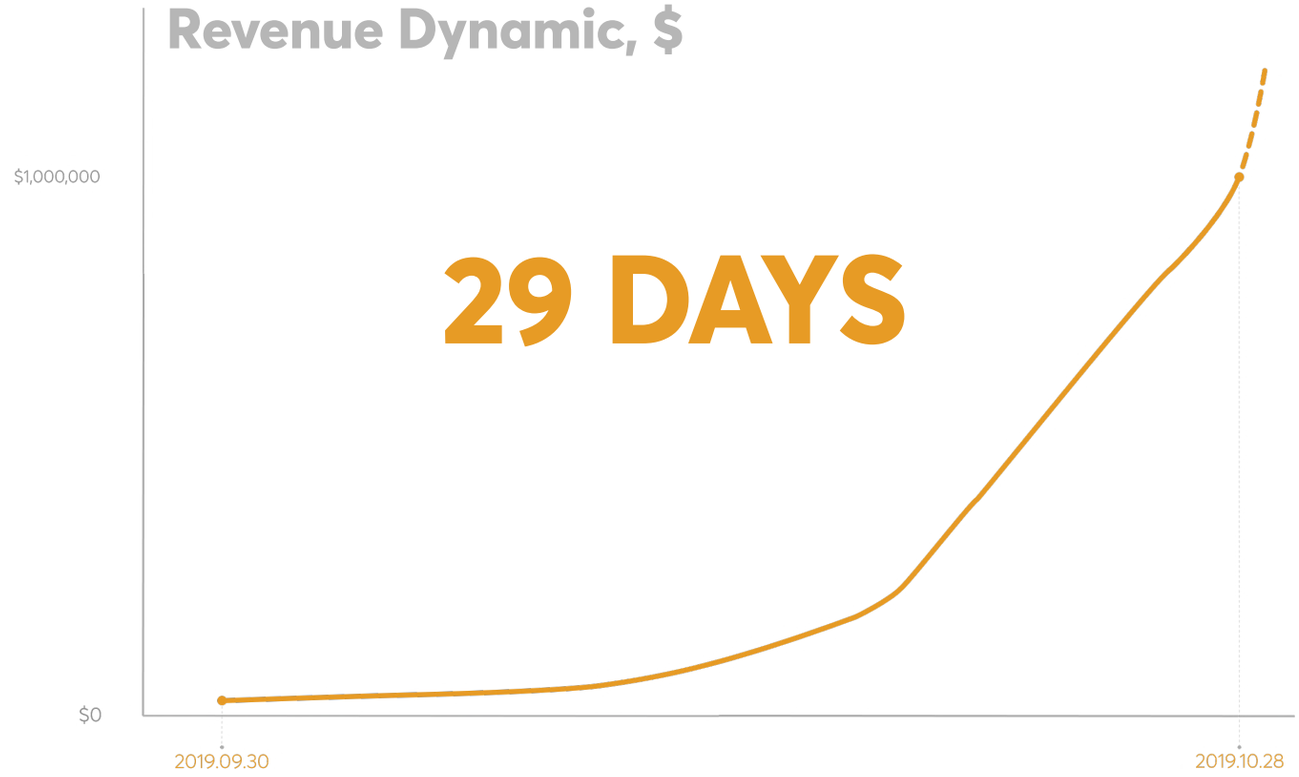
Halloween Event

Christmas Event

# Marketing

## User Acquisition

The Dragon Champions game quality was well received by players: in the first 29 days players spent over $1,000,000.




The Dragon Champions players come from around the whole world but the main audience is located in the USA (26%, August-November 2019).

- For the period from August till November, these players generated 62% of the game's revenue. Other countries with the most number of paying users: Canada, the United Kingdom, Germany, Russia, France.
- To achieve such results our creative team managed to reach the volume of 50 creatives produced per week since October.
- We designed and analyzed tons of different advertising elements. That helped us determine the most effective designs and earn outstanding results. Often times the creatives that had the greatest reaction from the players would fairly surprise us.

CTR 1.04%

CTR **4.57%**

# Analytics

**Ilya Tumenko,**
**Head of Publishing**

To effectively acquire users we collect all the user behavioral data and forecast each player's revenue and lifetime for 180 days ahead based on the first several days a player spent in our game.

This way we can evaluate the performance of our advertisement almost at the moment it starts and quickly optimize our channels, campaigns and creatives. To do that we have automated our forecasting process and all the reports with predictions update automatically every hour in our BI system.

# ASO

Dragon Champions' current icon is a result of tons of experiments with unexpected outcome. During 3 months from September to November we tested 27 icons and received such results:

After that, we decided to experimental bit and add
some narrative and colours to the icon.
But the results were, softly speaking, strange:

-0.5% CR from click to install
-8.0% First day uninstall rate

Edited the details and colour spectrum

First icon showed the worst performance

This was the icon for the next 3 months,
chosen after first several tests:

+13.5% CR from click to install
-10% First day uninstall rate

But once we edited the details and colour spectrum,
the icon started to show much greater results:

+9.5% CR from click to install
-8.5% First day uninstall rate

## Total Results:

**+23%** CR from click to install
**-29%** First day uninstall rate

Changing screenshots on stores' product pages has also brought us positive change in KPIs:

*Before*

*After*

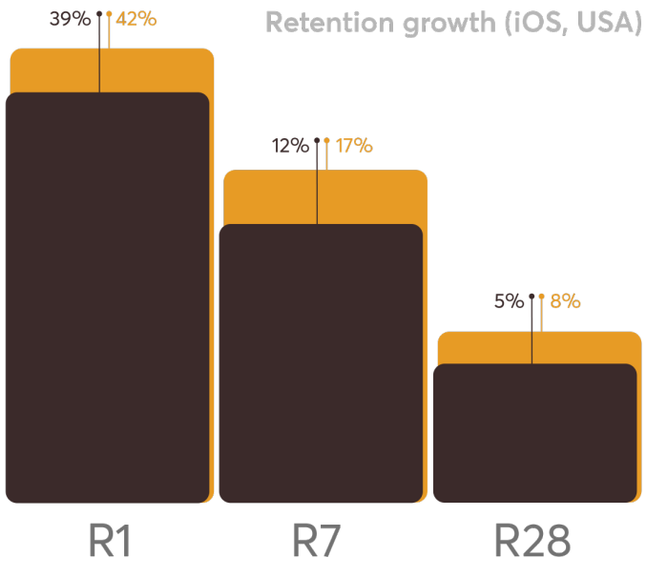
## Results:

**+8.6%** Installs rate
**-12%** First day uninstall rate

# Results

## Behavioral metrics*

For 2 months AppQuantum was working tightly with developers on improving the major KPIs. Various gameplay mechanics were recommended and implemented, the tutorial was improved and many other adjustments were made and all that resulted in an increase of D1 retention, stable growth of D7 and increase of D28 in almost 2 times since the first product launch.




1 October, 2019
(end of soft launch period)

**1 December**
**(2 months after worldwide release)**

| | | | |
|---|---|---|---|
| R1 | 39% | → | **42%** |
| R7 | 12% | → | **17%** |
| R28 | 5% | → | **8%** |

**All iOS results measured by independent external partner Adjust*

## Financial metrics*

While increasing long-term retention we introduce a lot of new content, which attracts paying users. Herewith our price policy is intentionally soft.

October

November

| | | | |
|---|---|---|---|
| Paying Users Android | 5.4% | → | 8.9% |
| Paying Users iOS | 5.8% | → | 9.3% |

*All iOS results measured by independent external partner Adjust*

**$1,000,000** Gross Revenue*

generated for the Dragon Champions game in the first 29 days after release

## 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

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