

Net profit \$170k

For the first 3 months of collaboration, AppQuantum earned \$170,000 of net profit for us and the developer Red Machine.



At the beginning of cooperation, we were in doubts, so we transferred only Android versions of the app. In the first days after the transfer, we received a connection guide and product recommendations from the publisher's team. Any question that we had on this stage — AppQuantum replied within a few hours. After optimizing the in-game advertising, we set up mediation. This greatly increased rewarded video & other in-app ad profits.

App had massive paid ad support — 25 of custom creatives tested & launched every week. Thousands of dollars spent on campaigns daily.

As a result, even for a short month of February, we received twice as much profit as we ourselves managed to generate on our best month. After that, we transferred the iOS version to the publisher, and remain satisfied with the cooperation.

— Iuan Orlov, CEO Red Machine Group



Background

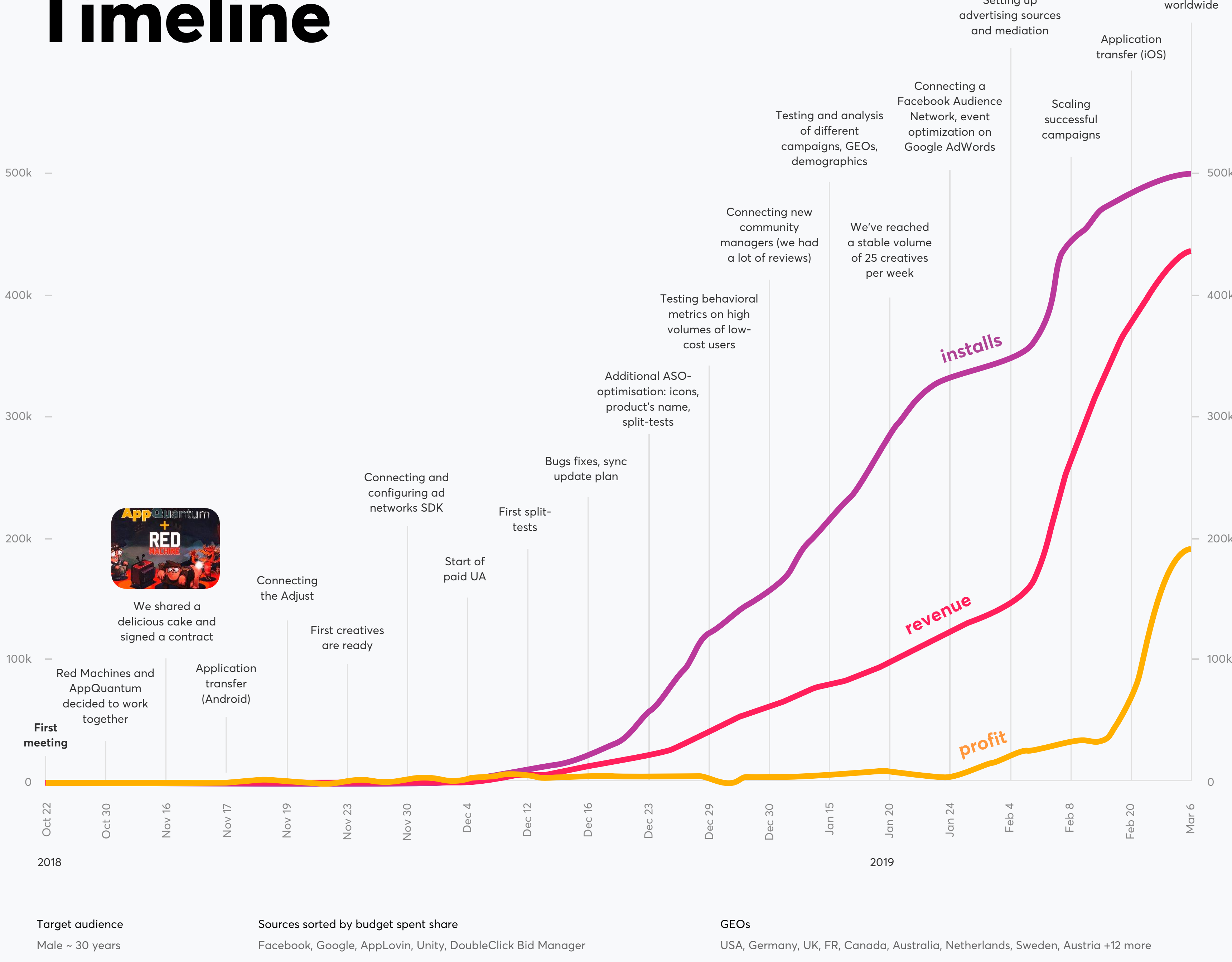


AppQuantum and Red Machine began to cooperate in October 2018. At the first meeting, it was decided to sign a contract and transfer the mobile game Idle Evil — Clicker & Simulator to AppQuantum for publishing. This game has a Mild Violence content rating. The player builds torture machines, hires demons and collects souls. Also, players can improve equipment in a few clicks.

Red Machine independently promoted the product from March to November 2018. AppQuantum has set a goal to increase developers' profits when working together compared to the period of their independent promotion.

20M+
downloads worldwide,
October 2020

Timeline



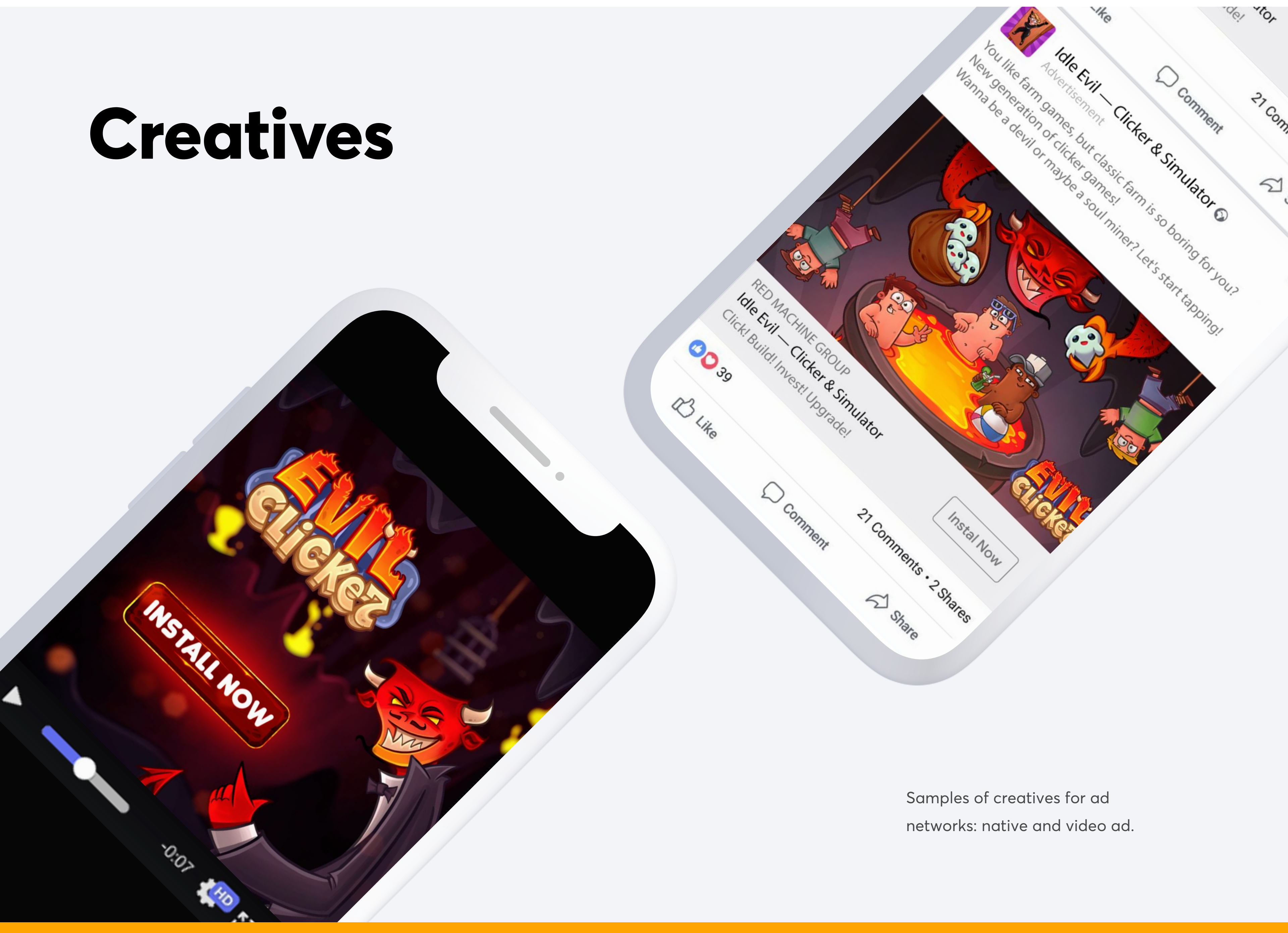
App icon A/B testing



The current icon has increased conversion by 15%

During ASO for Idle Evil – Clicker & Simulator, AppQuantum picked up the keywords and conducted regular icon's A/B-testing

Creatives



Samples of creatives for ad networks: native and video ad.

Results

\$170,000

Net profit, first 3 months

Dec 2018

Feb 2019

180% → 220%

ROAS, developer's own marketing efforts vs AppQuantum's ROAS. We grew media spend x3.5 times increasing ROAS by 40% at the same time.

Dec 2018

Feb 2019

\$11 → \$41

Average monthly eCPM for rewarded video, Admob.

We managed to increase the maximum monthly profit of Red Machines by 100% compared to monthly profit before the collaboration with AppQuantum.

Major achievements

for the first 5 months of collaboration

\$1M

Revenue in April 2019

500k

Downloads worldwide, March 6

1M

Downloads worldwide, April 1

1
MILLION

«1M downloads» badge on Google Play, April 13

1.5M

Downloads worldwide, April 17

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