During ASO for Idle Evil – Clicker & Simulator, AppQuantum picked up the keywords and optimized the app's descriptions and ad campaigns. This resulted in increased installs followed by a rise in organic traffic and revenue. The company achieved the 1M downloads badge on Google Play and received the «1M downloads» badge from Facebook. As of December 2018, the company had 400k users worldwide and had earned $170,000 in net profit.

**Results**

- $170,000 net profit for the first 3 months of collaboration
- Increased rewarded video & other in-app ad advertising, setting up mediation
- Greatly improved in-game optimization on this stage — AppQuantum replied within a few hours. After optimizing the in-game publisher's team. Any question that we had product recommendations from the product's name, versions of the app. In the first days after the launch of the new stage? We have a lot of reviews)

**Creatives**

- First creatives are ready
- Dec 23
- First meeting, it was decided to sign a contract
- Presentations & discussions, Dec 12
- Signing the contract, Dec 4
- Red Machines and AppQuantum decided to work together
- Dec 2018

**Background**

- First Male ~ 30 years
- 2018
- Oct 22
- Revenue in April 2019
- $1M
- for the first 5 months of collaboration
- Major achievements
- Red Machines and AppQuantum decided to work together
- We grew media spend x3.5 ROAS, developer's own marketing efforts vs AppQuantum's ROAS. We grew media spend x3.5 ROAS, developer's own marketing efforts vs AppQuantum's ROAS.
- Dec 2018
- Oct 30
- delicious cake and signed a contract
- We shared a stage? We have extensive expertise specialists at AppQuantum.

**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 can increase your profit. Talk to one of our specialists at AppQuantum.