USING DATA TRANSPARENCY TO DRIVE SCALABLE, SUSTAINABLE GROWTH

TOP 5 Adventure Game
Google Play Europe

OVER 50%
Organic Multiplier

BACKGROUND

Webgames (http://corpwebgames.com/) is one of the most popular web-based social gaming publisher from Eastern Europe. With over 10 million active players spanning VK, OK, MM and Facebook, Webgames is the most popular web-based social gaming publisher in Eastern Europe. In 2015, Webgames launched their first mobile title, Ghost Tales and partnered with AppsFlyer for their mobile attribution and marketing analytics, and Mobupps as their agency of record.

CHALLENGE

Webgames wanted to acquire a high number of quality users in a short time to maximize their organic lift and improve app discoverability. Budgets were tight, as mobile was still an "investment" channel that hadn't yet proven its ROI.

IDEA

Webgames utilized a combination of Mobupp's direct-publisher relationships to keep costs low, and AppsFlyer's agency solutions to deliver the right insights at scale. AppsFlyer's agency solutions provided Mobupps with access to the install, retention, in-app-event data and KPIs they needed to optimize each campaign in real-time. Using AppsFlyer's APIs, Mobupps automatically sent each publisher and sub-publisher the performance data they needed to optimize the media placed on their apps and sites, delivering thousands of micro-optimizations without needing to export and tabulate a single excel spreadsheet.

RESULTS

This high volume-low cost, micro-optimization strategy lifted Webgames from a top 40 ranking in the Adventure Game category to a top 5 ranking (in key markets). This enhanced exposure delivered organic multiplier of over 50% against the thousands of daily installs they were attracting through paid media.

Following this strong initial success, Webgames shifted to a sustainable, low burn, long-term campaign phase. This sustainable long-term campaign aimed to (a) maintain their Google Play rankings, (b) while further lowering their CPI, and (c) scaling their new install growth. Over the following months, they exceeded their ranking and growth goals in their top 3 markets - the United Kingdom, Germany and France.

Great performance requires three components: a great product to market, strong media reach and deep insights. AppsFlyer's agency solutions gave us the real-time clarity we needed to make our impact.

Mobupps

AppsFlyer and Mobupps are a winning combination, delivering the optimal marketing insights to each publisher-partner, in real-time.

Webgames