AdscendMedia

MOBILE GAMES
CASE STUDY

User Acquisition Campaign

A game studio sought to acquire new Android and iOS users in the US for one of their casual mobile games. Adscend Media leveraged rewarded advertising to drive new, quality users to the game while achieving the game studio's retention goals and delivering ROAS for them in under a month.

Game Stats

Casual game with over 1m downloads and a 4.8 star average on the Google Play store.

OBJECTIVES

New User Retention
The game studio's retention goals were clearly defined:
Day 1: 45% user retention rate,
Day 7: 25%, Day 30: 12%
Day 90: 5%, Day 180: 1%

Achieve ROAS
ROAS expectations:
Day 1: 12%, Day 7: 45%
Day 30: 100%, Day 90: 120%
Day 180: 130%

Encourage In-App Purchases
Expectations were for a 4-5% unique purchase rate.

APPROACH

Leveraging' Adscend's proprietary tech and extensive user-base, Adscend built out a successful campaign to not only drive new users to the advertiser's game, but also to encourage user retention and IAPs, with the goal of exceeding the advertiser's ROAS + retention expectations.

Using data analysis of user behavior to determine where in the funnel to place higher-paying events, along with creating events for IAPs, Adscend was able to create a funnel of new, highly engaged users for the mobile game.

RESULT

Exceeded ROAS Goals

After only 30 days, Adscend delivered **161% ROAS** for the game studio on the Android campaign, and **163% ROAS** on the iOS campaign, exceeding their total ROAS goals for a 6 month period in less than one month.

Exceeded IAP Goals

After only 30 days, Adscend delivered a **23% Unique Purchase Rate** on the Android campaign, and a **27% Unique Purchase Rate** on the iOS campaign, far exceeding their objective of a 4-5% unique purchase rate over the course of the entire campaign.

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30 DAY CAMPAIGN DATA

ROAS
162%*

Total Installs
1,160

Total IAPs
275

Total Revenue
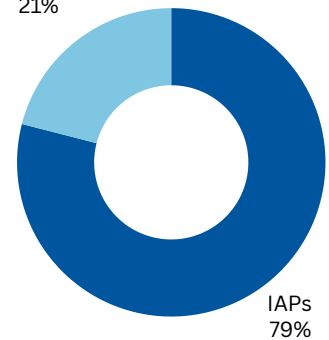# $12,740

Legend: ● ROAS Goals % ● Android ROAS % ● iOS ROAS %
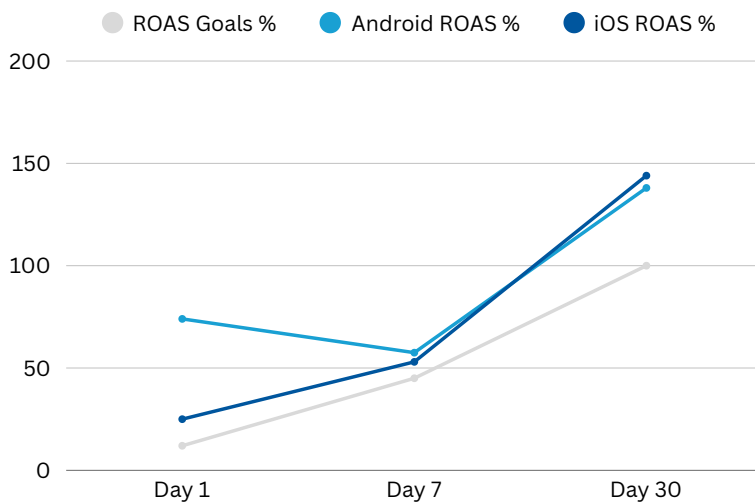
Rev Sources

Ad Revenue 21%

IAPs 79%

Summary

By encouraging and incentivizing users to complete actions further down the sales funnel, in less than a month, Adscend Media drove over 1,000 total installs and over $12,000 in revenue, resulting in **total ROAS for the game studio of 162% and growing as users continue to engage with the game.**

Retention Data

Legend: ● Install ● Made IAP ● Completed Level 22

iOS / Android
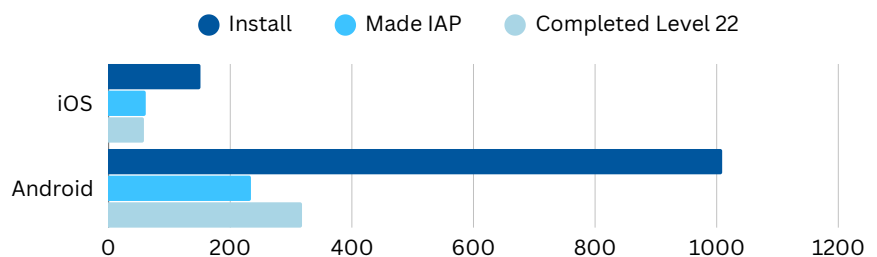
30-day Retention Avg

12.6%

After the first 30 days of the campaign, Adscend Media was able to achieve 12.6% 30-day retention rate with its users, exceeding the 30 day retention goals that the game studio had set.

*ROAS was measured over a 60-day attribution window, including 30 days of post-campaign engagement, to account for continued user activity beyond the 30-day campaign period