Doorman Story

AdQuantum

2,500,000 installs over 6 months resulting in CPI<LTV

During the 6 months of collaboration, AdQuantum generated 2,500,000 installs for Doorman Story's hotel tycoon resulting in CPI<LTV.

AdQuantum has been a great partnership which has helped us grow at pace by refining our product. Within 6 months of collaboration AdQ acquired over 1,5M users on our Firefly app as with positive ROAS. Their design team have produced 1100+ ad creatives that were showing deep understanding of the game mechanics. Opens exciting multi-product acquisition management forward to us across the right markets to reach the most valuable audience.

— Ivan Orlov, CEO Red Machine Group

Background

5M+ Installs

185k+ Purchases per month

Worldwide GEO

Doorman Story is your chance to test your management skills and build a hotel empire. Go all the way from a humble hostel to a luxurious mansion and finally to a lavish luxury Super Hotel where even vices dream of spending their vacation.

If you are enjoying hotel simulator games, Doorman Story is the perfect mobile game for you! Become the best hotel manager ever! Manage your staff, respond to customer requests and have time to fulfill their whims to pass the levels. Make their stay in this idle hotel special by all means.

Goals

- Target specific geographic locations
- Increase the number of new users
- Increase the number of paying users
- Produce hundreds of different creatives

Strategy

AdQuantum started driving traffic for Doorman Story with a profit share model in July 2020. First tests were run to discover the initial performance benchmarks and define the best performing creative approaches.

1. We tested dozens of different approaches, and produced 1100+ new creatives.
2. After determining our best performing creative approaches, we started optimising and driving large volumes of traffic in our target locations.
3. Any change in the game was tested on the traffic acquired by AdQuantum.
4. This experience allowed us to set up targeting more efficiently.

User Acquisition

1100+ New creatives

4 Senior UA managers

Traffic Sources: UnityAds, AppLovin, Google Ads, TikTok Ads, Search Ads, Vungle, Liftoffmobile, Amazon

Geotargeting: Worldwide

Top performing GEOs, installs:

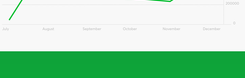
USA, Brazil, India, Malaysia, Thailand

Top performing GEOs, revenue:

USA, Great Britain, Germany, Australia, Canada

Demographics

App Installs, monthly



Results

2,500,000* installs

80,000** unique paying users

* with final CPI<LTV
** from July 2020 to December 2020

Contact us!

You too can benefit from a preferred outsourced traffic partner and increase your revenue by talking to one of our specialists at AdQuantum

Get started

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