Warspear Online

AdQuantum

27,000

'5 Level Achieved' events

AdQuantum generated 27,000 "5 level achieved" events for Warspear Online
July 2021 - October 2023

The AdQuantum team uses a systematic approach taking into account our wishes, and provides us with huge technical and analytical support. AdQuantum has extensive experience working with different advertising channels, which allows us to divide our advertising budgets between the channels more effectively for our business. They have a responsible approach to reporting and give us the whole picture of performance results. They analyze data granulated by months, weeks, days, GEOs, and campaigns showing all the parameters we need to see. The AdQuantum marketing team is transparent and clear in this aspect.

— Sergei Bogdanov, Marketing Manager

Background

2011

WORLDWIDE MOBILE RELEASE YEAR

~14,000

DAU

Warspear Online is a mobile, cross-platform massively multiplayer online role-playing game (MMORPG). The collaboration between AdQuantum and Titulum on Warspear Online began in July 2021. For this success case, AdQuantum selected the 'level_achieved_5' event for analysis, as it effectively highlights user engagement.

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Goals

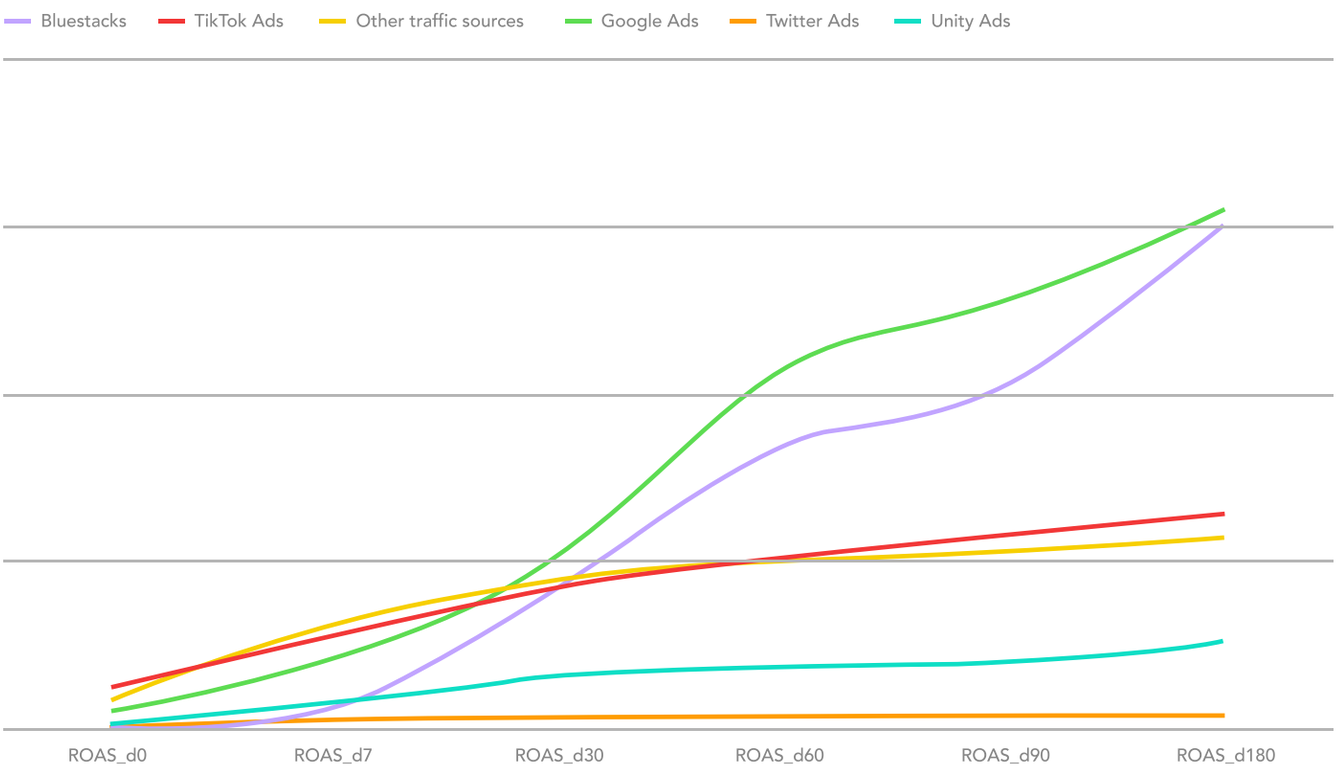
- Target specific geographic locations
- Increase the number of active players
- Contribute to the growth of the game community
- Increase the volume of quality traffic
- Test various creative approaches

Strategy

1. Test and identify the most valuable traffic sources
2. Analyze the long-term quality of the generated users
3. Test various creative approaches, including static, gameplay, meta-misleading, and UGC ads
4. Test and determine the most valuable GEOs

User Acquisition

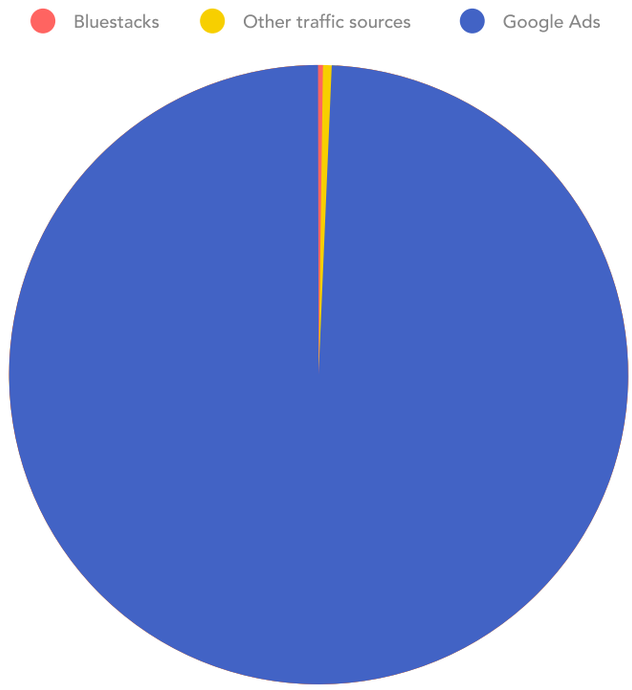
ROAS by Traffic Sources (closed 180d), July 2021 - April 2023



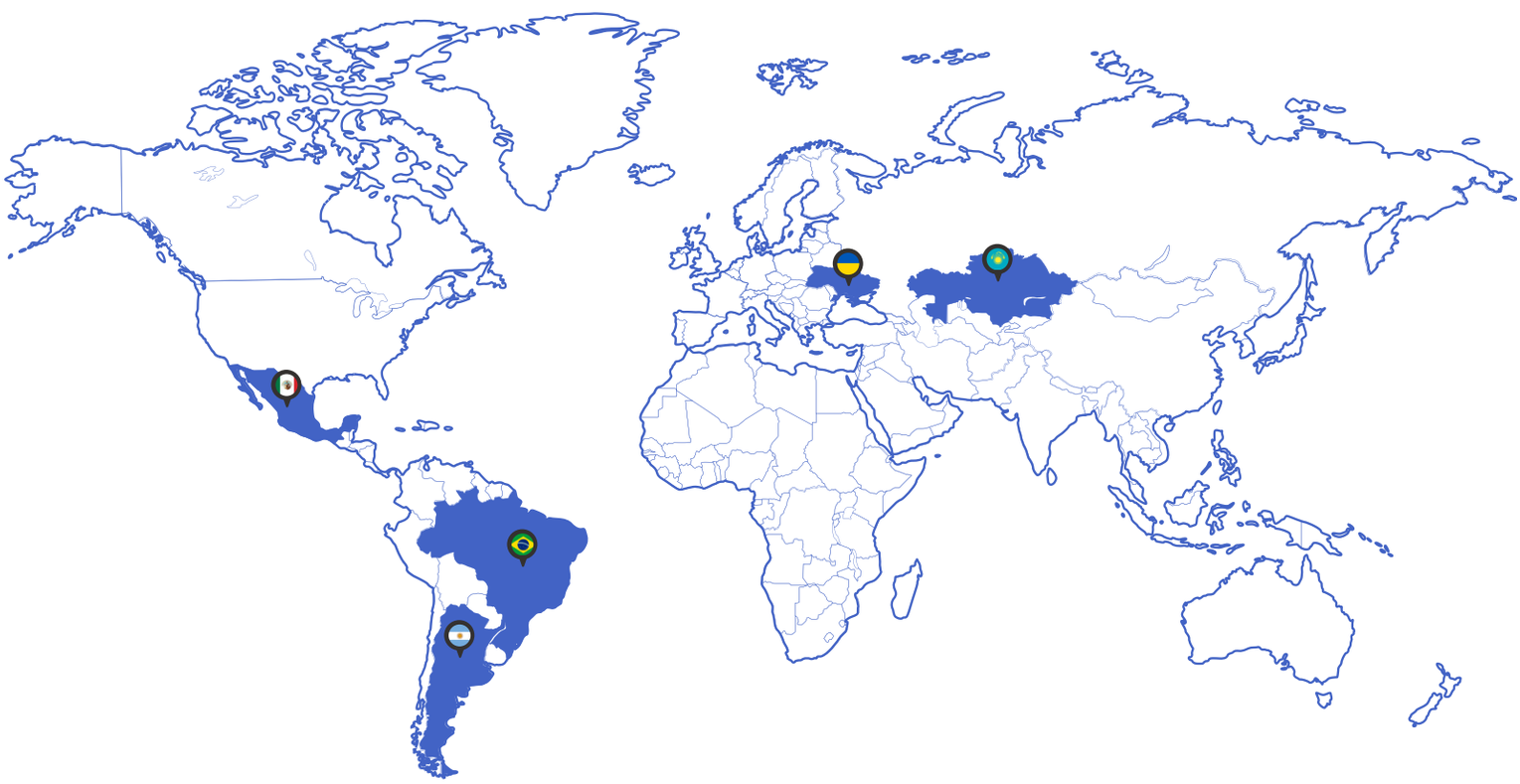
We observed that the average performance of TikTok, Google, and other traffic sources was at the same level on day 30. However, as we accumulated more data on users'

payment activities over a longer period, we decided to focus more on Google Ads in 2023.

'5 Level Achieved' event percentage from all traffic sources, 2023

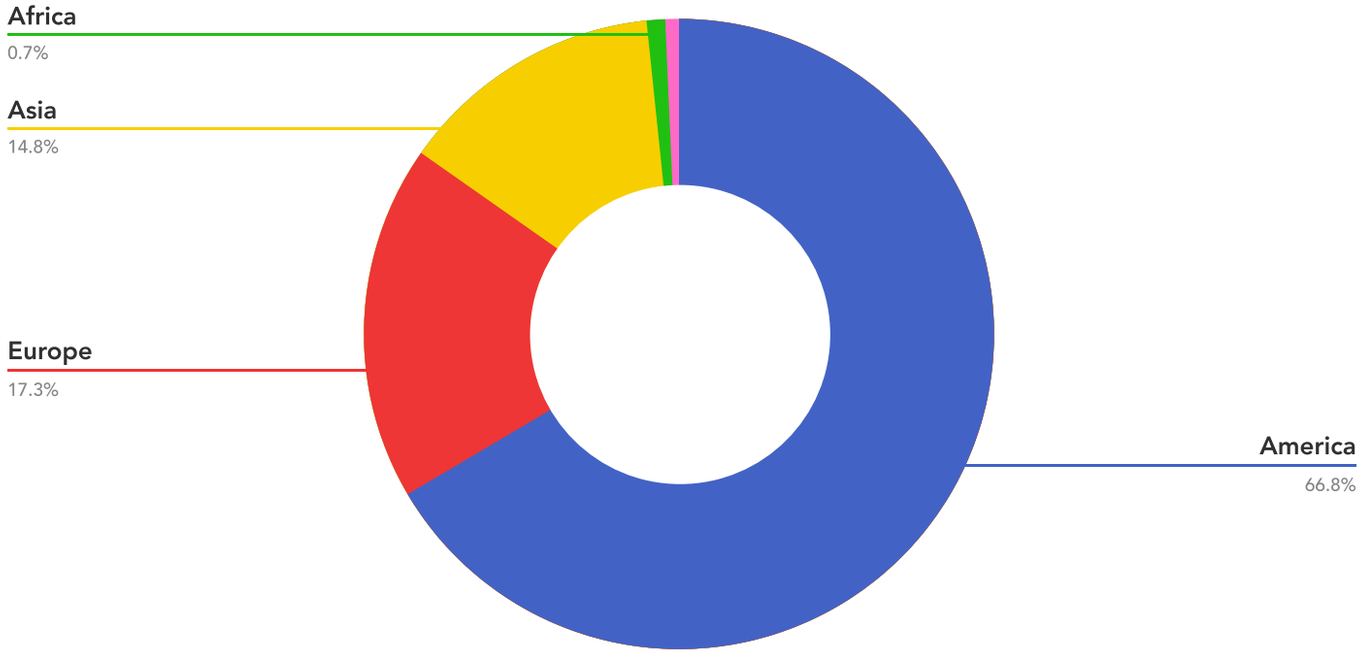


Here's the map showing the top five high-volume locations that were reached by AdQuantum traffic within two years.



The majority of active users were generated from the American region. However, we also focused on European and Asian countries. We tested worldwide campaigns, which resulted in a lower percentage of presence in Africa and Oceania.

Share of active users by regions

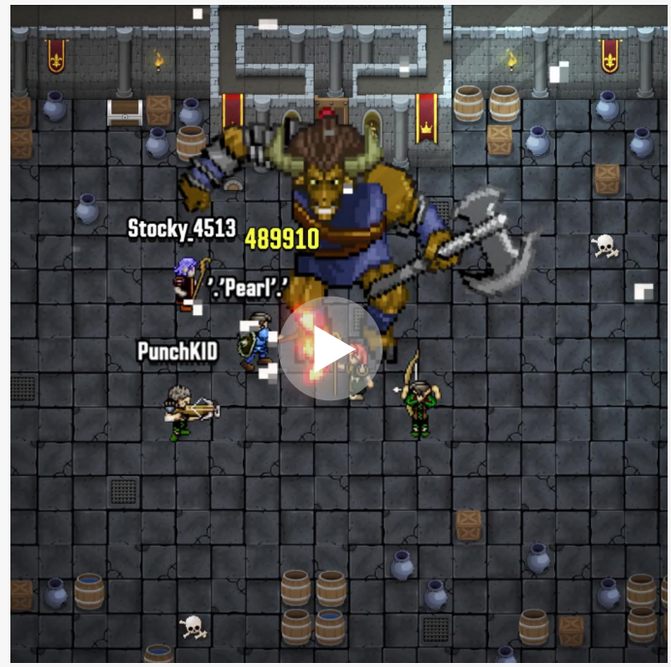


Creatives

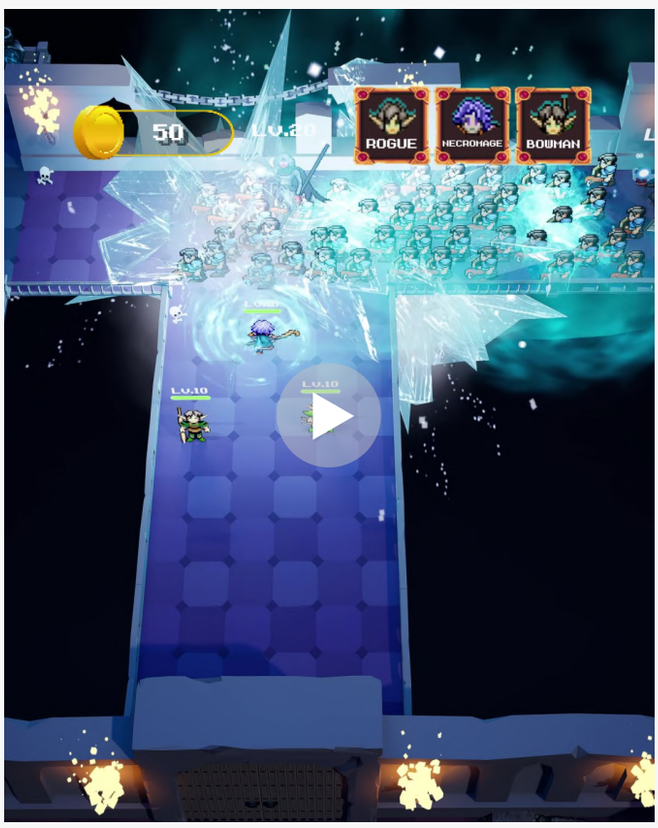
Over the course of two years, AdQuantum produced **over 200 unique creative concepts** for Warspear Online.

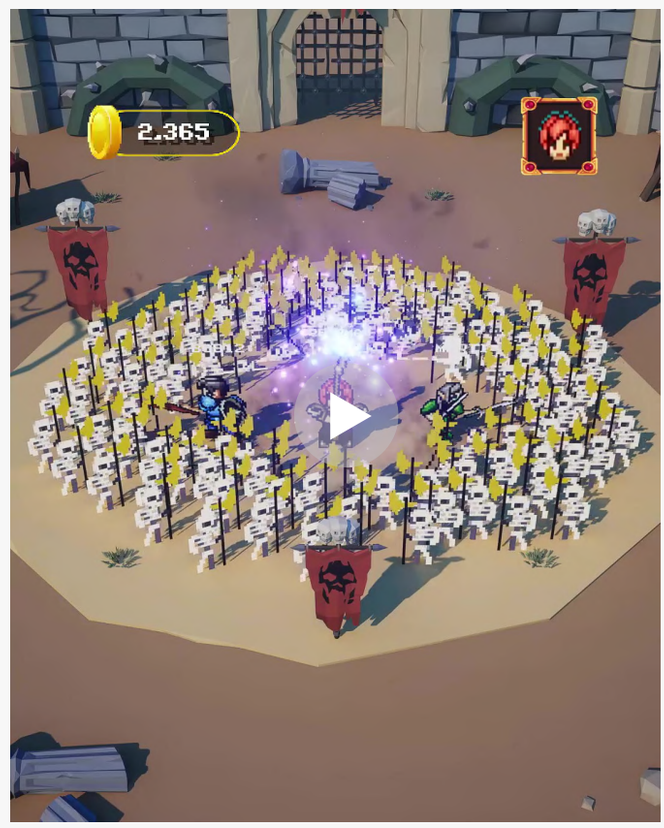
Static

Gameplay videos



Meta-misleading videos





Results

27,000*

'5 Level Achieved' events

200+*

Ad creatives

The cooperation between AdQuantum and Titulum on the Warspear Online project continues to this day, with new horizons yet to be explored!

* July 2021 — October 2023

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 AdQuantum.

Get started

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