



AdQuantum Design



Creative Pack





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About AdQuantum agency

Multi-awarded digital growth and creative production agency with a proven track record of helping mobile app & web clients achieve marketing goals.

40%

company turnover grows up each year

400+

products in portfolio

\$500+M

media spend

+

Expertise obtained across 20 different traffic sources:



+ etc.

+



Our locations





Our clients

+

Games

Fintech

H&F

Edtech

Books

Lifestyle

Photo editors

+

+



Creative Lab



A hub for imaginative & highly experienced visionaries from different departments who provide the world with top-performing unique ad creatives.



How?

- + 8 years of work
- + Own framework for improving and developing creative concepts
- + Market trend analysis for a specific product category
- + Regularly updated benchmarking
- + Own automated freelance platform (around 300 designers), as well as 20 full-time designers for more complex tasks
- + An individual team for each project: account manager, designers, creators, translators, producers, developers, and project managers





Creative pack

A lifeline for those who are looking for a fresh view on their creative strategy

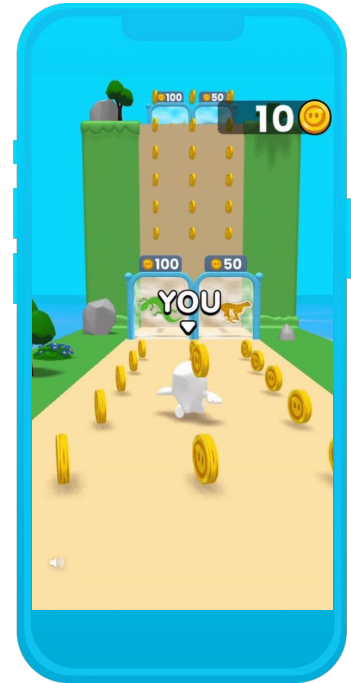
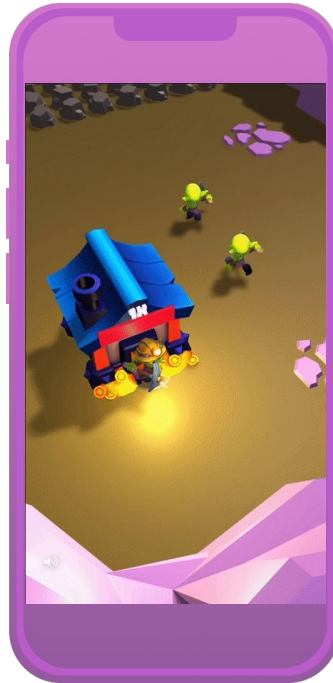
What's included?

- + Production of creatives based on both our and the client's ideas
- + All types of creatives (2D, 3D, UGC, playable ads, cinematic)
- + Adapting creatives to any traffic source
- + Audit of client creatives (at request)
- + Creative tests by our UA team (at request)



Types of creatives

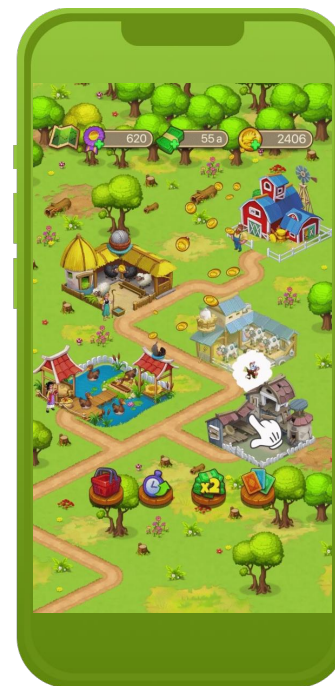
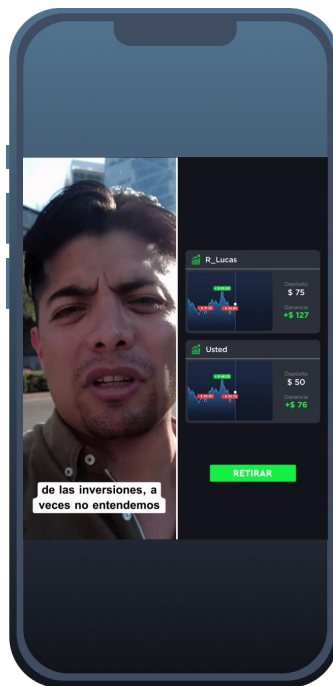
Playable Ads





Types of creatives

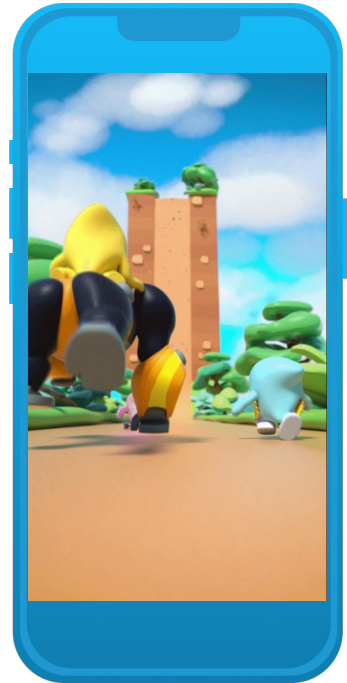
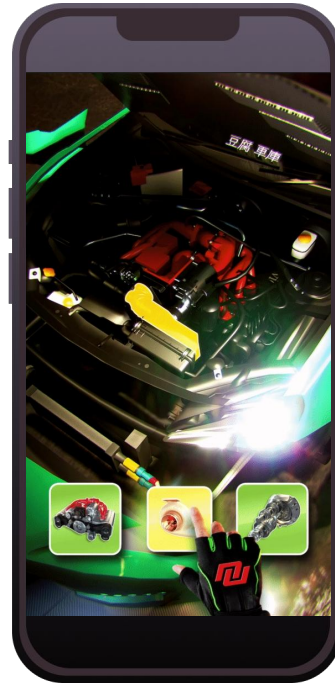
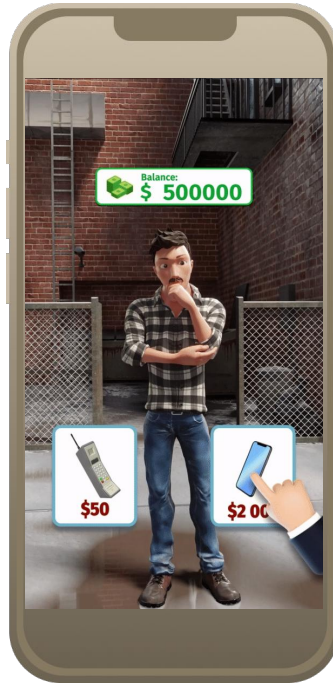
UGC





Types of creatives

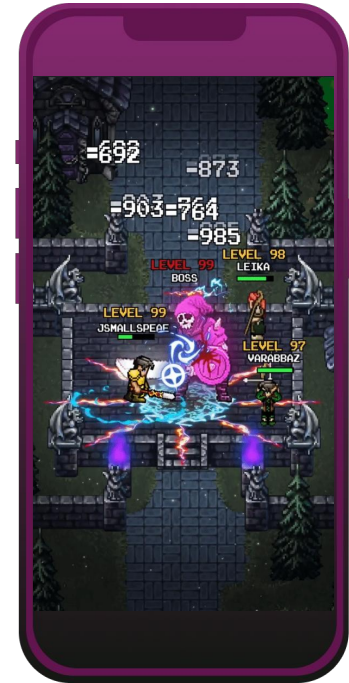
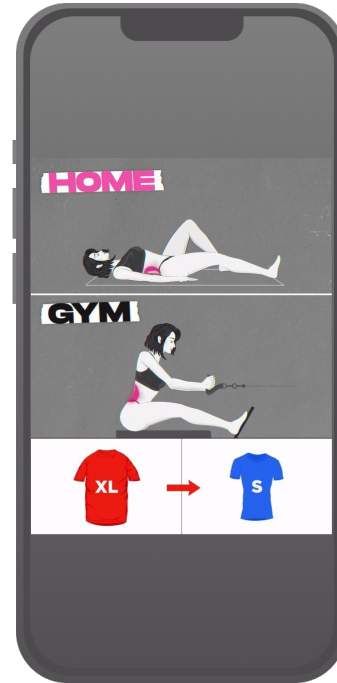
3D





Types of creatives

2D





Software

+

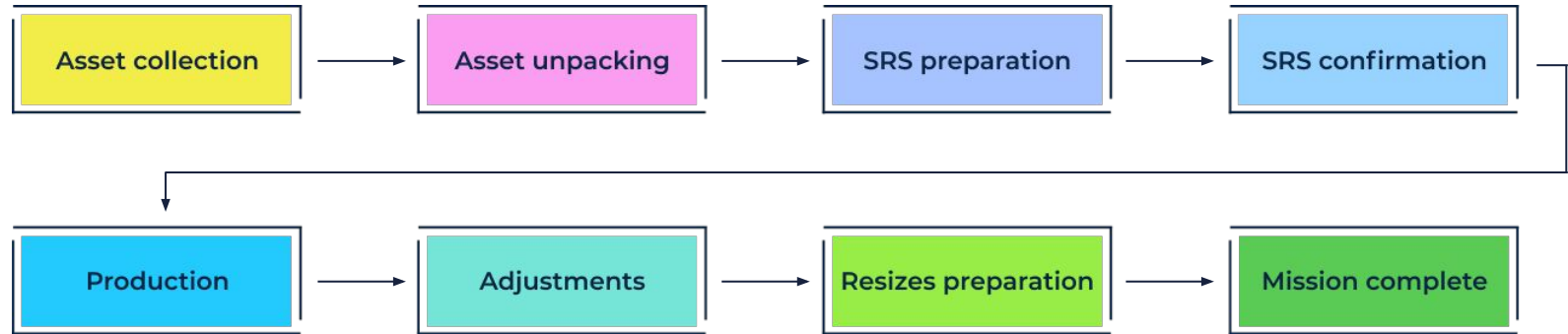
+



CINEMA 4D



Workflow





What else can we do

- + Localization into any languages
- + Stylization of ads (characters, environment, soundtrack) for specific markets
- + Use of tagging creative elements to identify patterns
- + Individual selection of bloggers for UGC for the product and market
- + Ad production using Motion Capture technology
- + The use of modern AI technology

+

+

+





Our achievements

\$10M

the effective spend on our creatives, as of
early 2023

Up to 3,000 creatives

produced monthly

Every 10th creative

exceeds the set KPI (IPM, RR, CPA, ROAS)

1-2% of the generated effective spend

is an average cost of our creatives

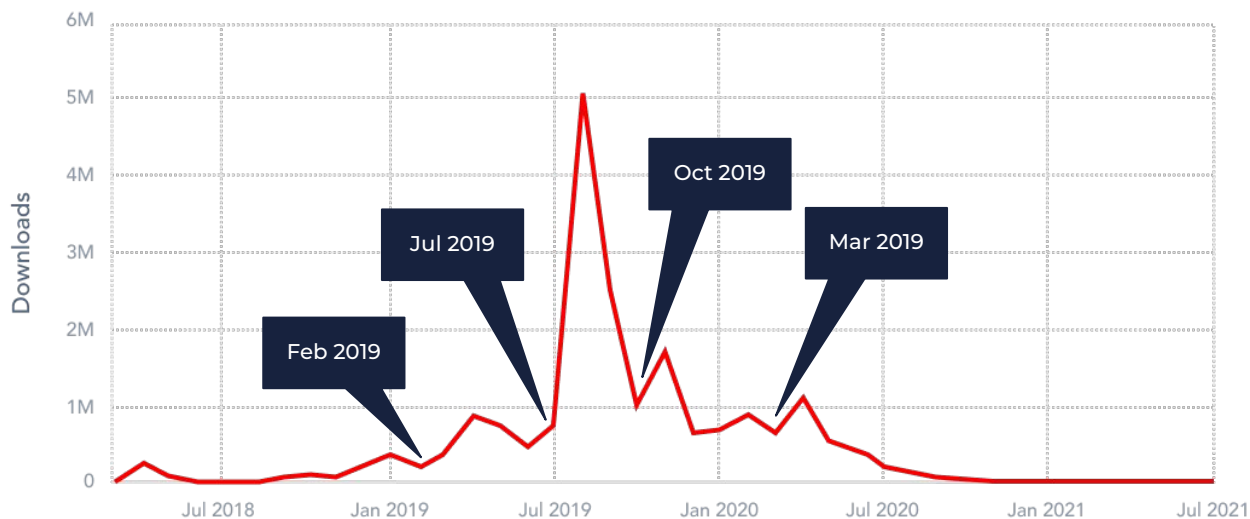




Growth in downloads due to our creatives



Idle Evil Clicker

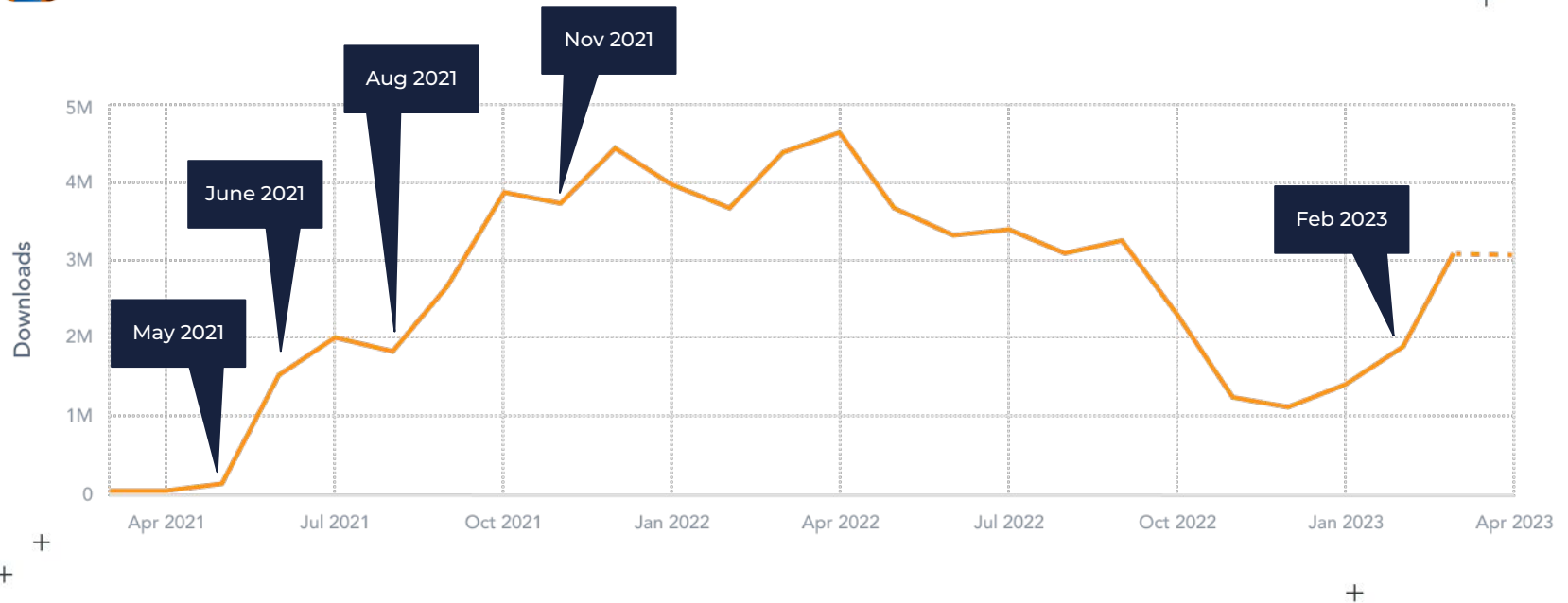




Growth in downloads due to our creatives



Idle Lumber Empire





Growth in downloads due to our creatives



Gold and Goblins



Our Case Studies



Gold and Goblins

soft launch

now



x10

ad spend boost

x20

ad spend boost

x5

ad spend boost

-40%

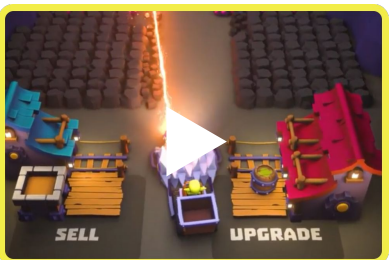
player cost d1

-60%

player cost d1

-20%

player cost d1





Our Case Studies



Idle Lumber Empire

soft launch

now



x20

ad spend boost

x10

ad spend boost

x3

ad spend boost

-50%

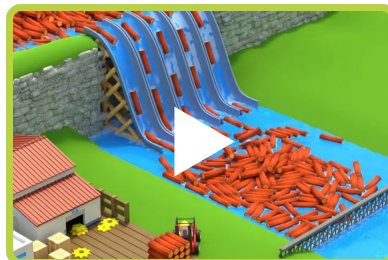
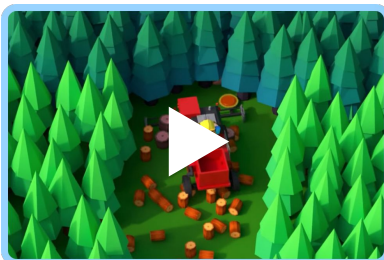
player cost d1

-60%

player cost d1

-30%

player cost d1



Our Case Studies



Pocket Champs

Period of collaboration: **Since September 2022 - Till now**

Goals

- + Help increase performance and presence of Pocket Champs on different ad networks
- + Produce top-performing creatives
- + Produce different types of unique creatives
- + Make variations of successful creatives

Results

- + One of AdQuantum creatives **helped increase spend by 30%** on Facebook compared to the previous top-spender.
- + Some of AdQuantum creatives became **top by Sensor Tower**

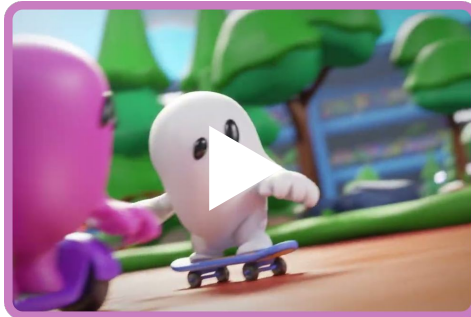
Our Case Studies



Pocket Champs

Quantity of produced creatives: **More than 200+**

Storytelling 3D videos



Testimonials

Your produced assets have great impacts for Madbox, we are very happy to have you as a partner and I am super happy about our collaboration. Thank you so much for awesome work!

Alizé Martinez Marketing Manager at Madbox



Even though we work with AdQuantum for quite a while, their expert team never stops surprising us. Careful analysis of fresh ad creative trends, fast execution, high quality in any quantity - that's what sets them apart as a partner. Results achieved on Idle Lumber Empire within the shortest possible time is a good proof of that.

Game Veterans



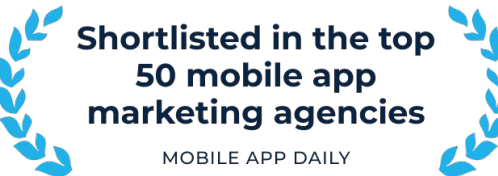
We'd like to express our gratitude for the fantastic quality of production your team has provided us with. Not only the quality of creatives is astonishing, but the results have also exceeded all expectations. Seeing the boost in UA that your creatives gave us is incredible. The top creative with the harvester mechanic is still doing numbers, even more than a year after its release. Moreover, we are incredibly inspired by the ideas that you came up with so fast. Thank you so much for the collaboration, you are a really priceless partner!

Elizaveta Khilkovskaya, producer, AppQuantum





Our awards





Our articles

[Igor Zavaruev, CEO of AdQuantum on the past and future of the mobile market](#)

Gradually, AdQuantum found itself where it is now. We work with a huge number of clients of completely different business sizes, and our staff has grown from a few people to 100+ employees worldwide.



Author:
Igor Zavaruev, CEO of AdQuantum

[Alternative traffic sources for fintech mobile apps you need to know about in 2023](#)

To help you scale within an increasingly competitive landscape, we've put together a list of alternative ad channels that could help you optimize your fintech app's performance campaigns.



Author:
Nikita Skryabin, Chief Operating Officer at AdQuantum

[How To Produce In-Feed Native Creatives for TikTok](#)

TikTok is a great place for mobile marketers. Both with influencers and your own team, you can create content that draws conversions and attention.



Author:
Pavel Shishkin, Head of the Creative at AdQuantum

[What is a mobile app Unit Economics and how to calculate it properly?](#)

Any business has its unit economics, no matter the specifics. The essence of unit economics is simple.



Author:
Pavel Belov, Account Director at AdQuantum



Reach Out to Us



Valeriya Philippova

 [@ieshua_bo](https://twitter.com/ieshua_bo)

 www.linkedin.com/in/valeriya-philippova-b5ba0418a/



Artem Tamrazyan

 [@temkari](https://twitter.com/temkari)

 www.linkedin.com/in/temkari/



Ilya Firsov

 [@ifiroff](https://twitter.com/ifiroff)

 www.linkedin.com/in/ilya-f-944066206/

www.adquantum.design