

AppLovin Success Cases

UA managers at AdQuantum regularly use AppLovin.

We started working with AppLovin in 2019. In 2020 we significantly increased volumes of traffic on AppLovin campaigns after the release of the Ad ROAS optimisation functionality. Before that, we were only using install optimisation, but this limited our capabilities.

Then, in the spring of 2021, the in-app optimisation functionality was released. It allowed us to scale UA campaigns in much higher volumes.

Operating period: January 2021 — August 2021

Total ROAS 126%



Gold and Goblins

Operating period: March 2021 — August 2021

Gold & Goblins is AdQuantum's second project where we tested Ad ROAS optimisation and it's our first project where we tested in-app optimisation. The results were more than successful.

ROAS

+142.6%

Top-10 Geo

US, DE, GB, FR, JP, RU, CA, KR, AU, ES

GEO total: 80



Lumber Inc

Operating period: July 2021 — September 2021

It turned out that buying traffic for iOS through the AppLovin ad network is the most effective way for us. We spend more than **\$300,000** on iOS monthly.

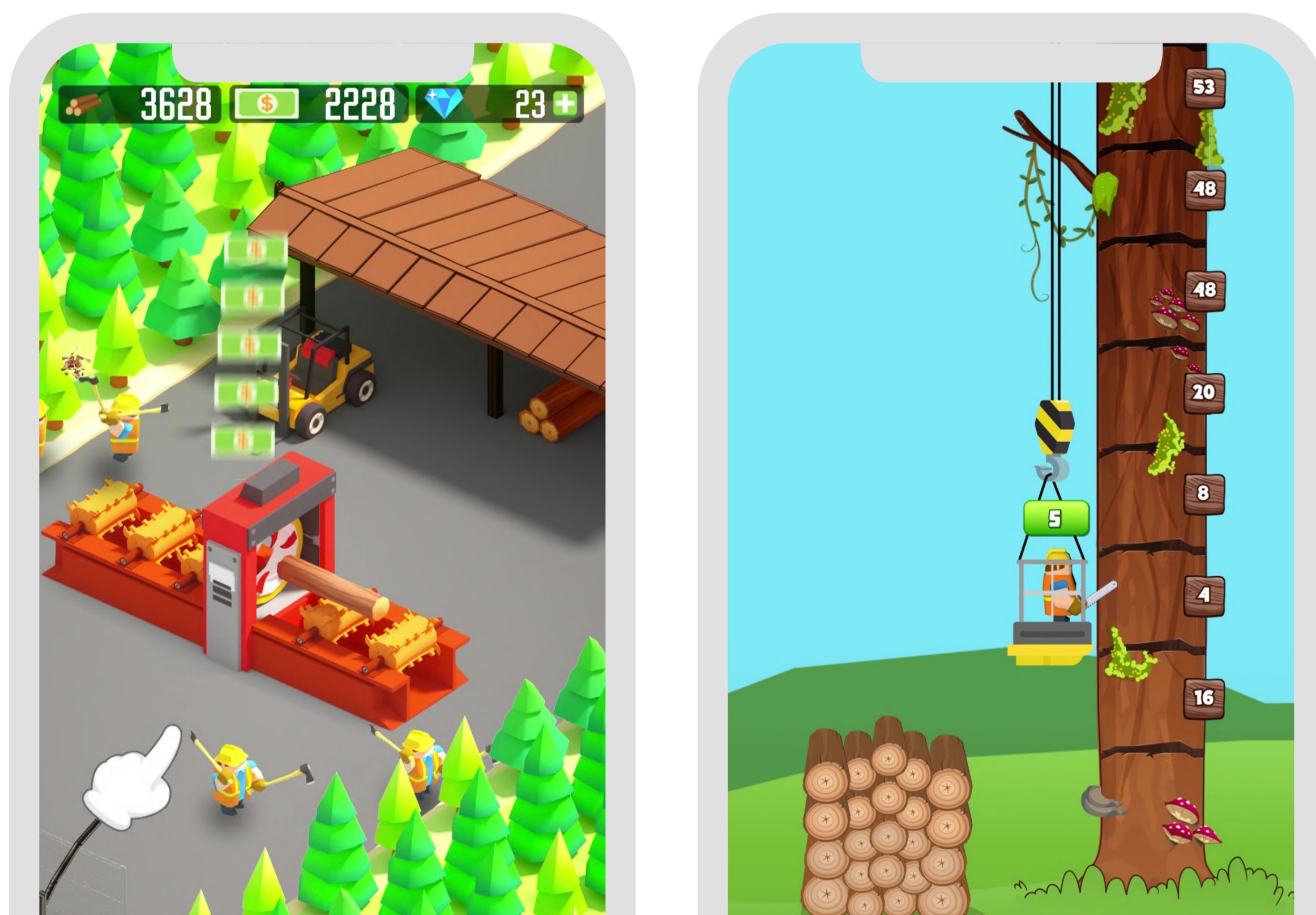
Despite the fact that with the release of iOS 14.5 around 30% of revenue attributed like organic installs, AppLovin for iOS remains an effective traffic source for us.

73.6%

of total paid traffic on iOS for Lumber Inc comes from AppLovin

500,000

installs in Tier-1 countries



Lumber Inc, iOS, Android, January - May 2022

	Top-3 Countries	Installs	ROI	Purchases (total)
iOS	USA	371,123	1.33	395,091
	Japan	53,225	1.38	
	Great Britain	45,374	1.23	
Android	USA	32,105	1.14	60,062
	Germany	81,775	1.17	
	Japan	19,510	1.32	

Creative format: Video + Playable endcard

