### Background

**AdQuantum's Proven Performance**
AdQuantum has proven to be exceptionally proficient in driving large volumes of high-quality traffic and paying users with a high retention rate to our apps. They have demonstrated strong and efficient capabilities in the fields of UA and marketing assets design. The partnership with AdQuantum has been very effective and profitable.

— Yana Morozova, Media Buying Director Mail.Ru Group

**Hustle Castle's Success**
Since launching with AdQuantum, the game Hustle Castle has significantly increased the number of paying users by 7.5 on traffic acquired by AQ. The game is still a preferred outsourced app marketing partner to My.com in 2019.

**Goals**

1. **Maximize the number of paying users and revenue earning potential**
2. **Increase brand awareness**

### Strategy

1. **Increasing Volumes**

   - Target specific geographic locations* and increase the volume of quality traffic.

2. **Creatives A/B Testing**

   - Removing the CPA upper limit
   - The best creatives and audiences were defined by A/B testing.

   - We changed the payout model from CPA to revenue share model. Such users have paid much more than the ones who could have been acquired with the limited CPA.

3. **Removing the CPA upper limit**

### Results

- **7.5x** paying users
- **10.8x** installs growth
- **5.5x** lifetime value

Contact us!
You too can increase your app revenue by partnering with AdQuantum for traffic. Talk to one of our specialists today!

### Contact

- **Website:** www.adquantum.com
- **Email:** sales@adquantum.com
- **Facebook:** facebook.com/AdQuantum

### My.com

**Communication and Entertainment Solutions Provider**
My.com are creating exciting personal digital services for people who crave the smoothest, most enjoyable experience in communication and entertainment. My.com publishes online PC and mobile games, as well as such services as myMail, the mobile e-mail client, and Maps. Me, the crowdsourced map service.

Their strong belief that communication and entertainment are among a person's most basic needs determines our approach: we use our experience and passion to help people get what they need much easier and faster, all in one place – simply go to My.com.

**Hustle Castle**
Hustle Castle has garnered quite a reputation since it came out in November 2017. It takes gameplay elements from several other popular games such as Fallout Shelter, and Clash of Clans, among others, and adds its unique spin to create an entirely new product. The result is a game that requires castle management combined with real-time battles, that allow the use of skills with the use of on-screen buttons.