



Paying users × 7.5

Since launching with AdQuantum the game Hustle Castle has significantly increased the number of paying users by 7.5 on traffic acquired by AQ



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



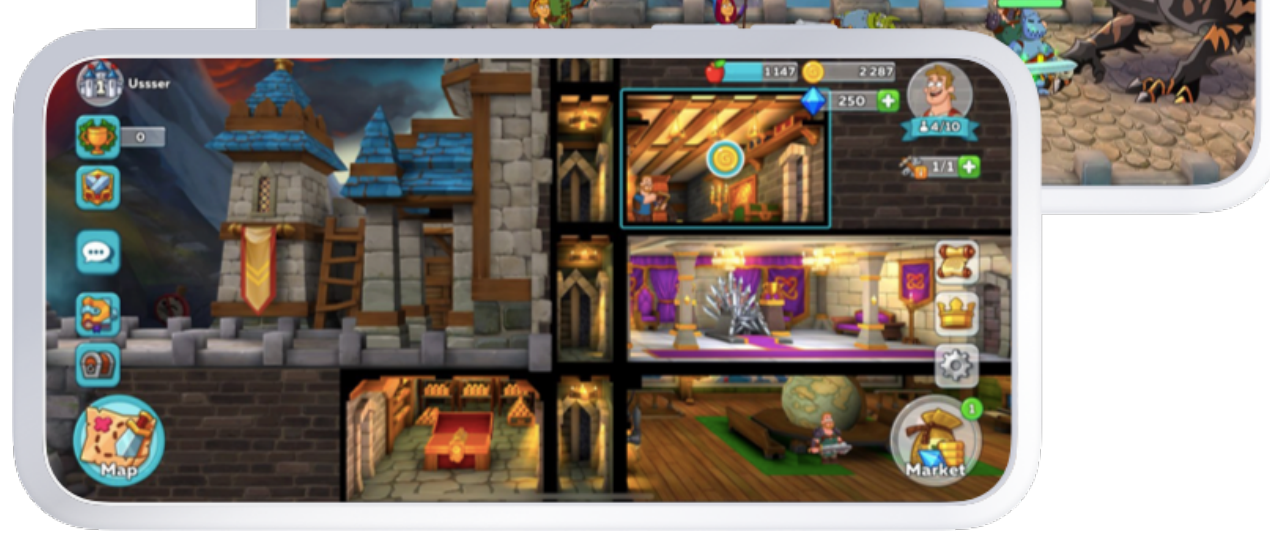
Background

4M+
monthly active users

#3
best sellers on Google Play

#29
role-playing on App Store

Global
playerbase



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 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.

Goals

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

✓
Maximize the number of paying users and revenue earning potential

✓
Increase *brand awareness*

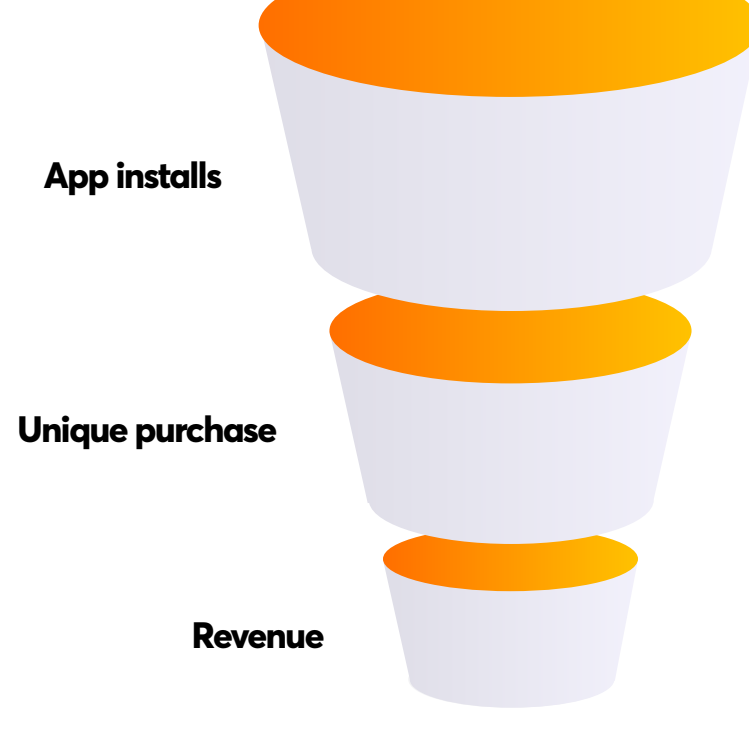
*Tier 1 and tier 2 countries

Strategy

We started driving worldwide traffic with the CPA model and a limited budget with the client in February 2018.

First tests were run to discover the initial performance and define the target GEOs.

1. Increasing volumes



We defined the best GEOs and increased volumes on the best-performing ones, achieving 10.8x installs growth as a result.

2. Creatives A/B testing



Video Ad

Native Ad

End card

The best creatives and audiences were defined by A/B testing.

3. Removing the CPA upper limit

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.

Results

7.5× **10.8×** **5.5×**

paying users*

installs growth*

lifetime value**

* On traffic acquired by AQ

** On traffic acquired by AQ in the USA

AdQuantum is still a preferred outsourced app marketing partner to My.com in 2019

Contact us!

You too can increase your app revenue by partnering with AdQuantum for traffic.

Talk to one of our specialists today!

Get started