



# Revenue \$15k/day

From September 2018 to January 2019, Age of Magic was generating \$15,000 of revenue a day from traffic acquired by AdQuantum



I'm grateful to have had the opportunity to work with AdQuantum side by side. We've tested a lot of agencies and AdQuantum delivers the best results by far. In 2019 Playkot will have a strong challenge and I look forward to achieving it together.

— Vasily Smetanin, CMO



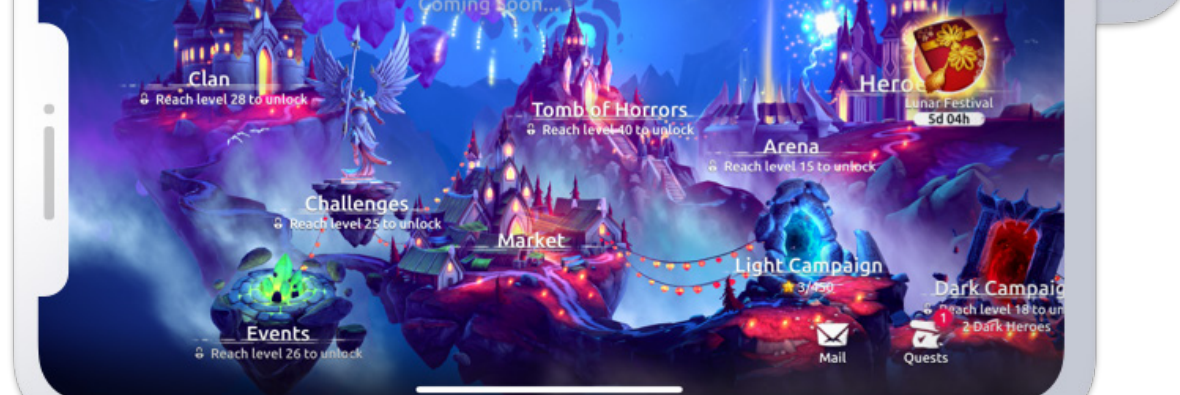
## Background

### 3 000 000+

downloads Worldwide

Playkot is one of Russia's leading mobile game developers. Games like SuperCity, Warzone, and Age of Magic are undeniable hits, but there's still enormous opportunity for continued growth.

Playkot's in-house digital advertising team plays a critical role in taking the company to the next level, driving more revenue at an ever-increasing scale. Playkot employees work on social games, where interaction between people is an important part of the game process. That is why the AdQuantum team pays great attention to the development of the marketing department and the study of behavioral sociological models.



## Goals

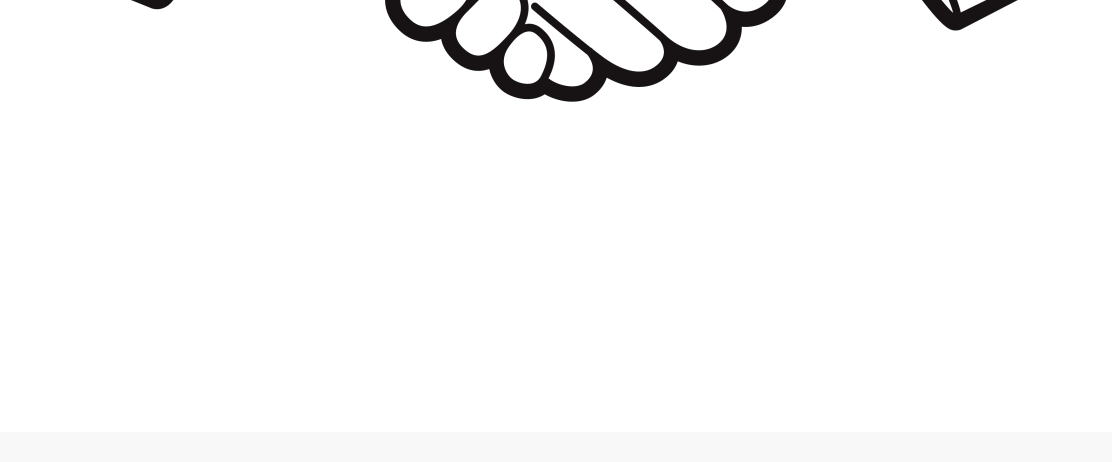
✓ Increase the number of new paying users.

✓ Increase the volume of quality traffic.

# Strategy

## 1. Model of collaboration

AdQuantum started working with Playkot on Revenue Share model from the first day of our collaboration. From December 1 we shifted to the predictive model.

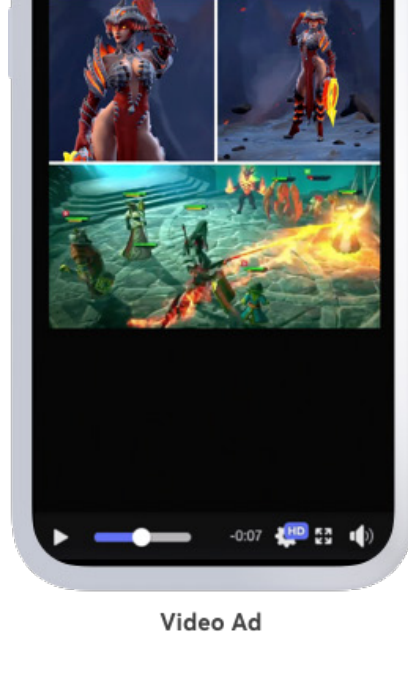


## 2. Geotargeting

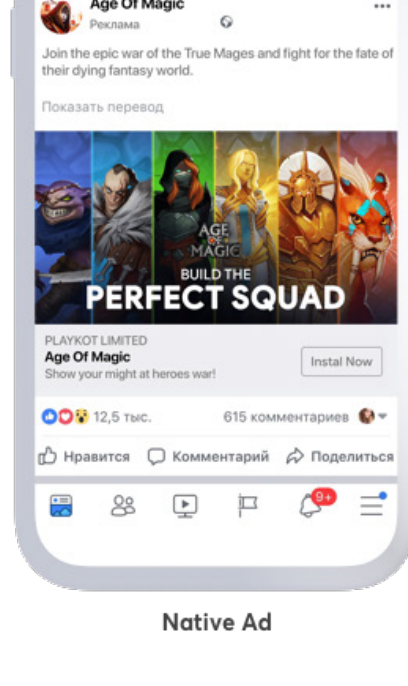
Worldwide



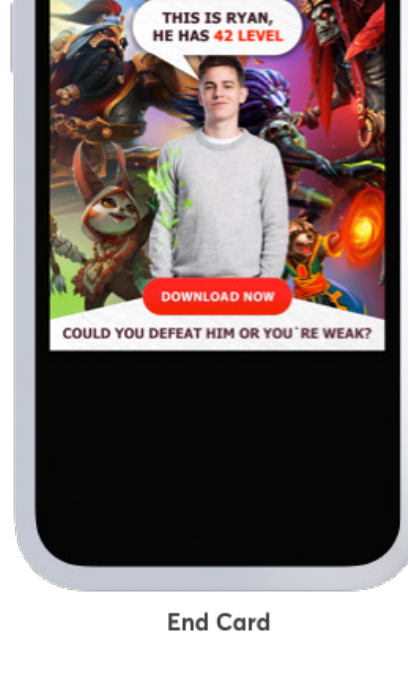
## 3. A/B creatives testing



Video Ad



Native Ad



End Card

Our sources: Facebook Ads, AppsFlyer.

## Results

AdQuantum and Playkot have worked together since August 2018.

### \$15k

revenue per day\*

Installs:

80k

60k

40k

20k

### 200 000

installs\*

September 2018

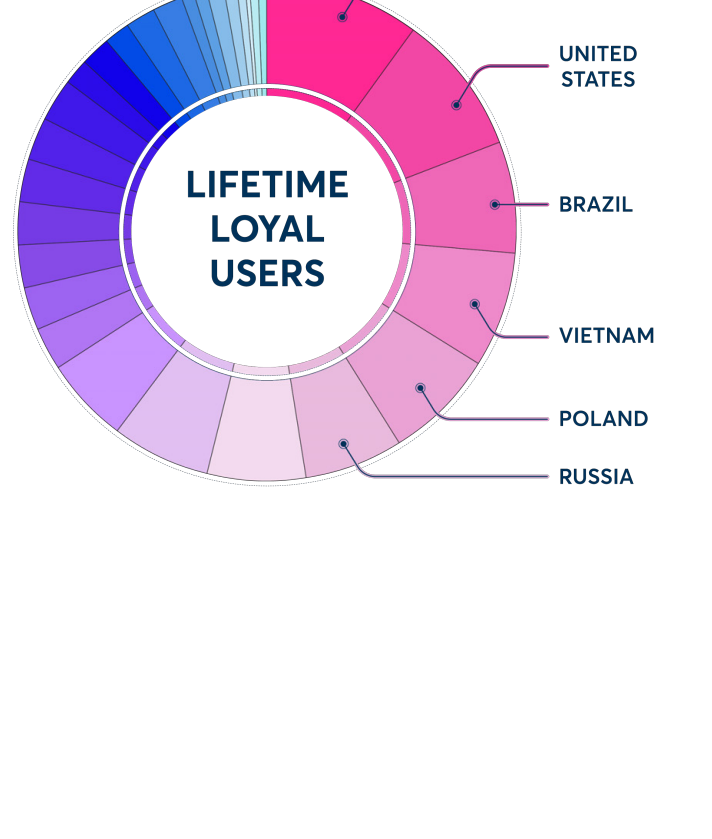
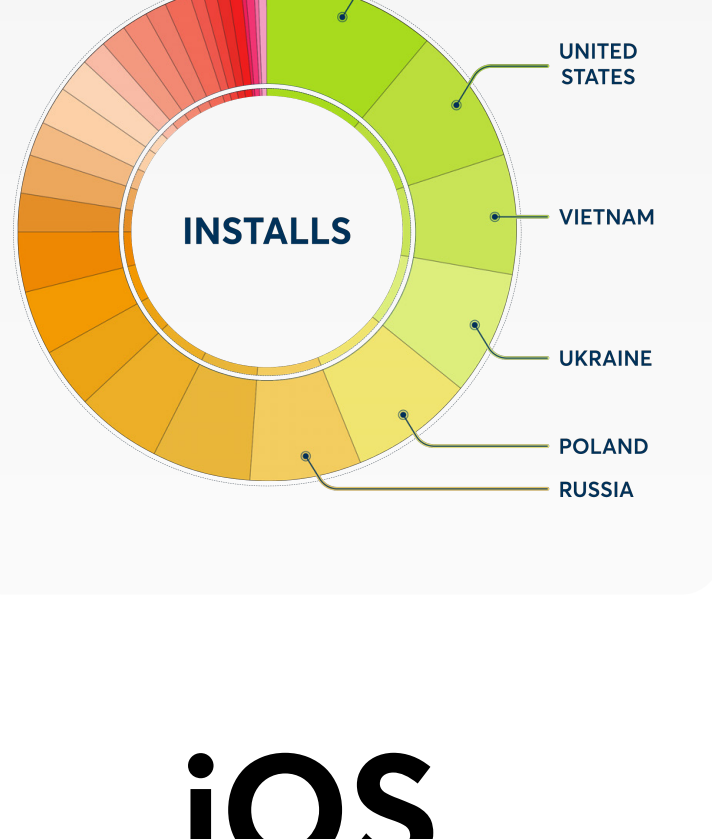
October 2018

November 2018

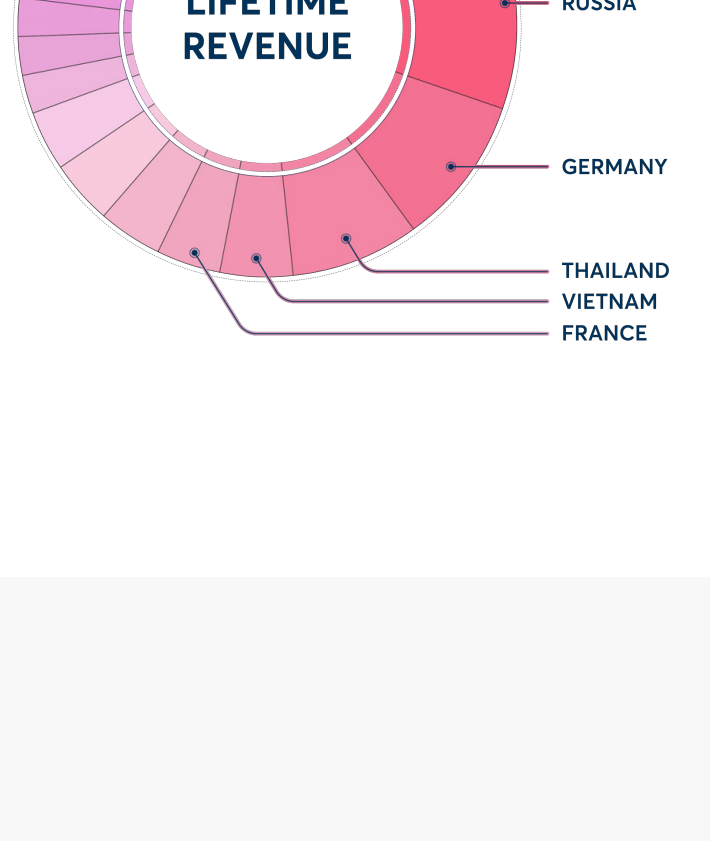
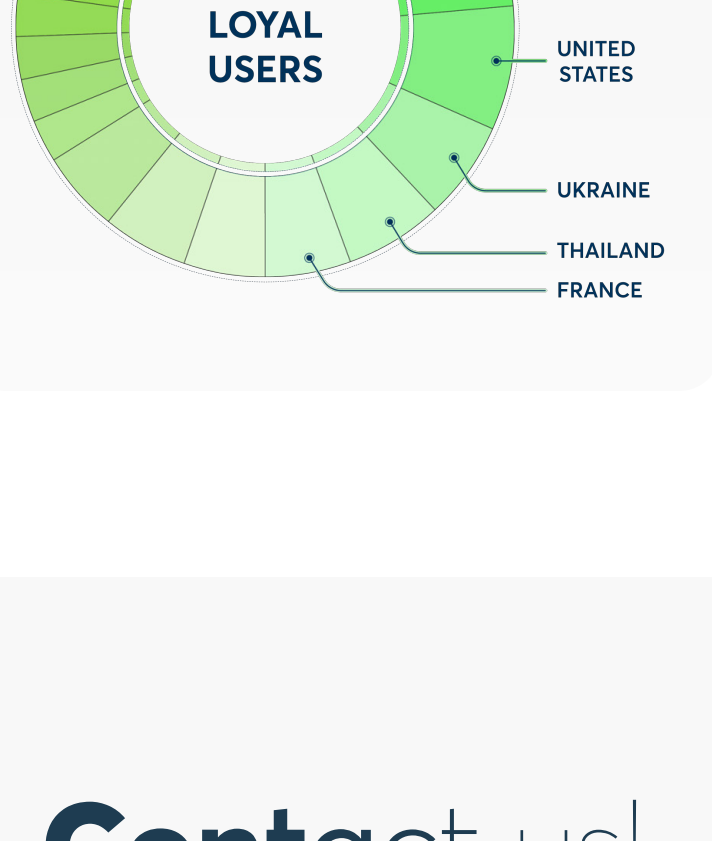
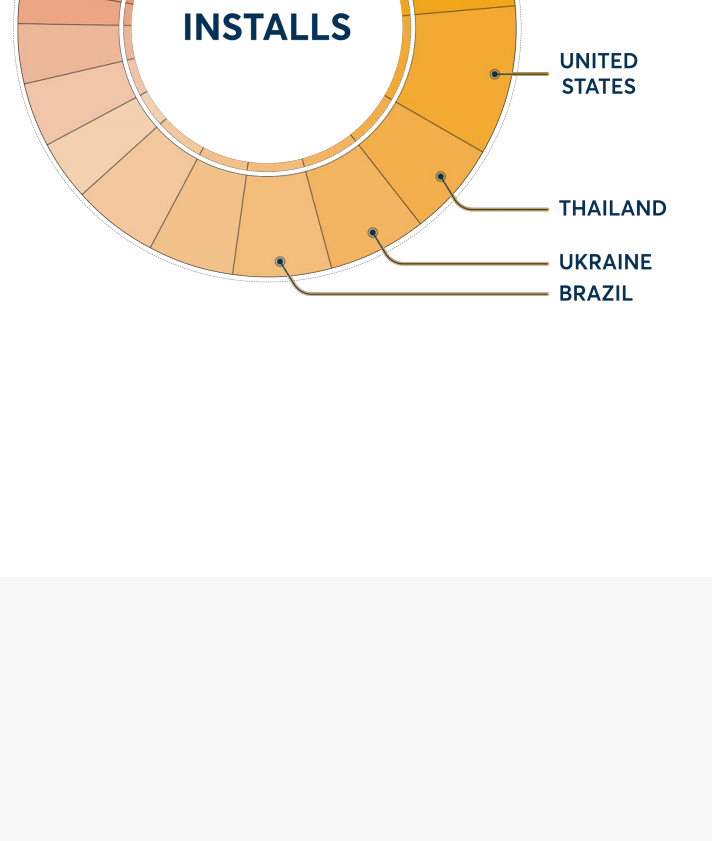
December 2018

January 2019

## Android



## iOS



## Contact us!

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

Talk to one of our specialists today!

Get started