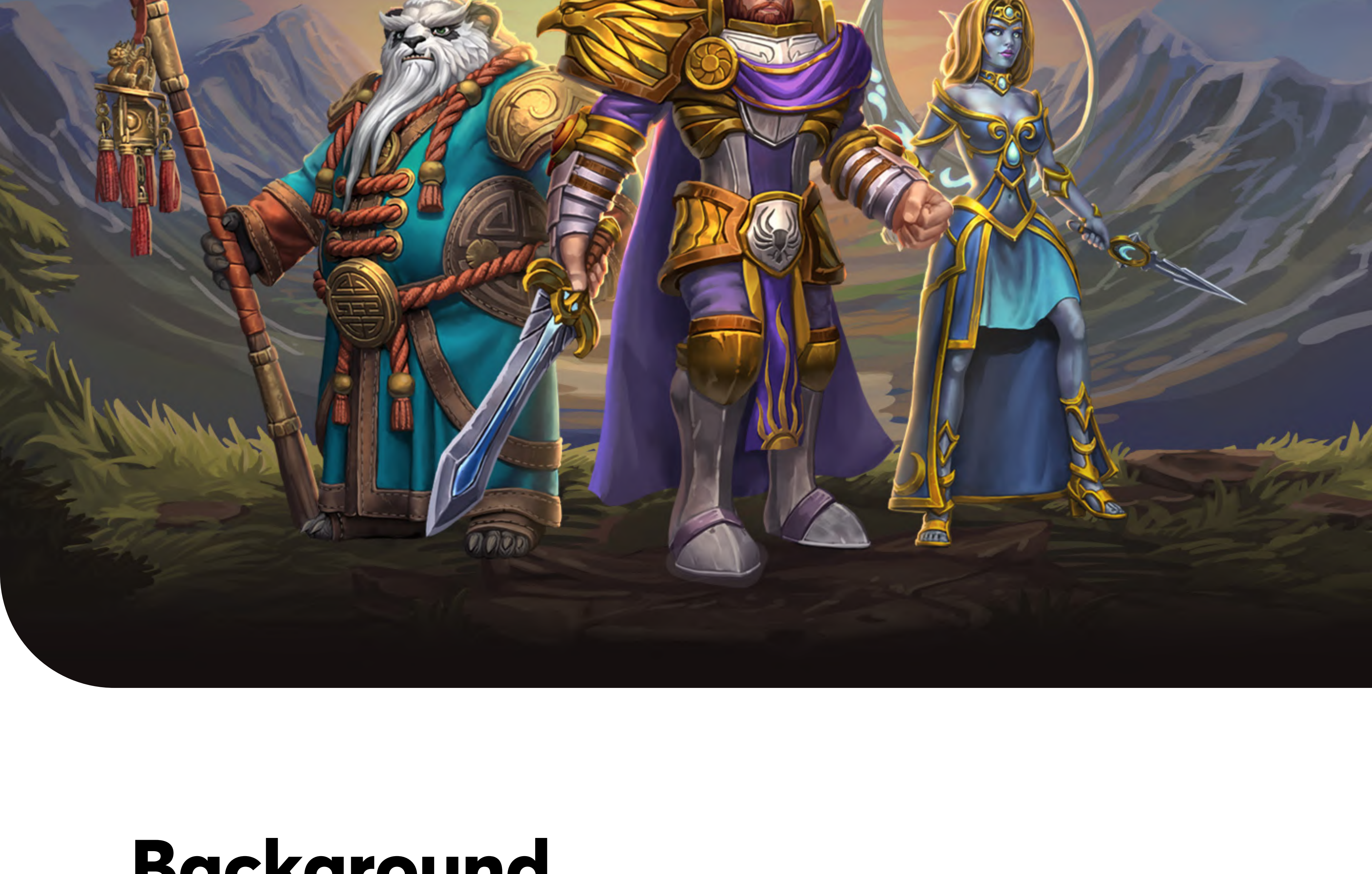




27,000 paying users from paid UA

AdQuantum generated 27,000 paying users for Dragon Champions game from October 2019 to April 2020



Background

900k+

Installs

147+

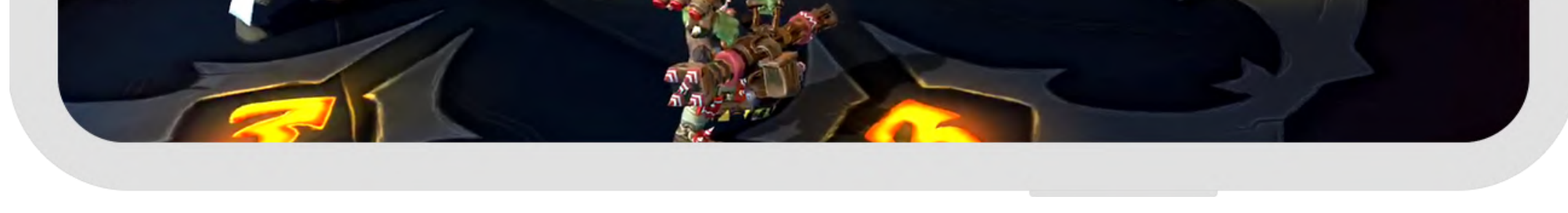
Countries

90k+

Purchases per month

\$1M

Revenue in first 29 days after release



Dragon Champions is a free-to-play mobile turn-based fantasy RPG developed by PlayQuantum and published by AppQuantum. AdQuantum has become the exclusive app marketing partner for Dragon Champions.

The soft-launch started on the 1st of August 2019 and was to last for 2 more months till the end of October. But after examining September KPIs AppQuantum determined not to postpone any longer and published the game worldwide.

Goals

Target specific geographic locations

Increase the number of new users

Increase the number of paying users

Produce hundreds of different creatives

Strategy

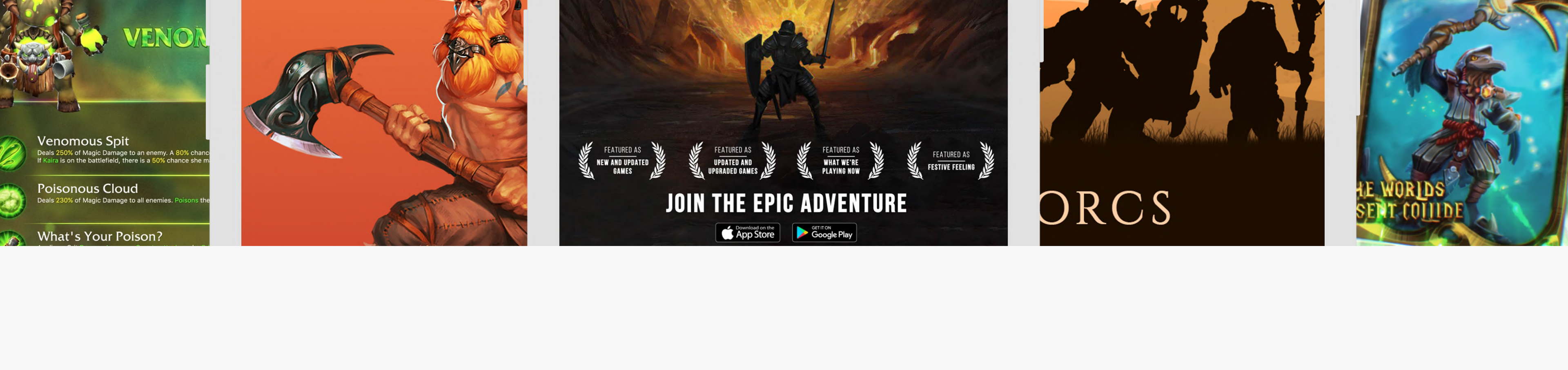
AdQuantum started driving traffic for Dragon Champions with the profit share model in October 2019. First tests were run to discover the initial performance and define the best creatives.

User Acquisition

AdQuantum made 1200+ different creatives for Dragon Champions game.

1,200+

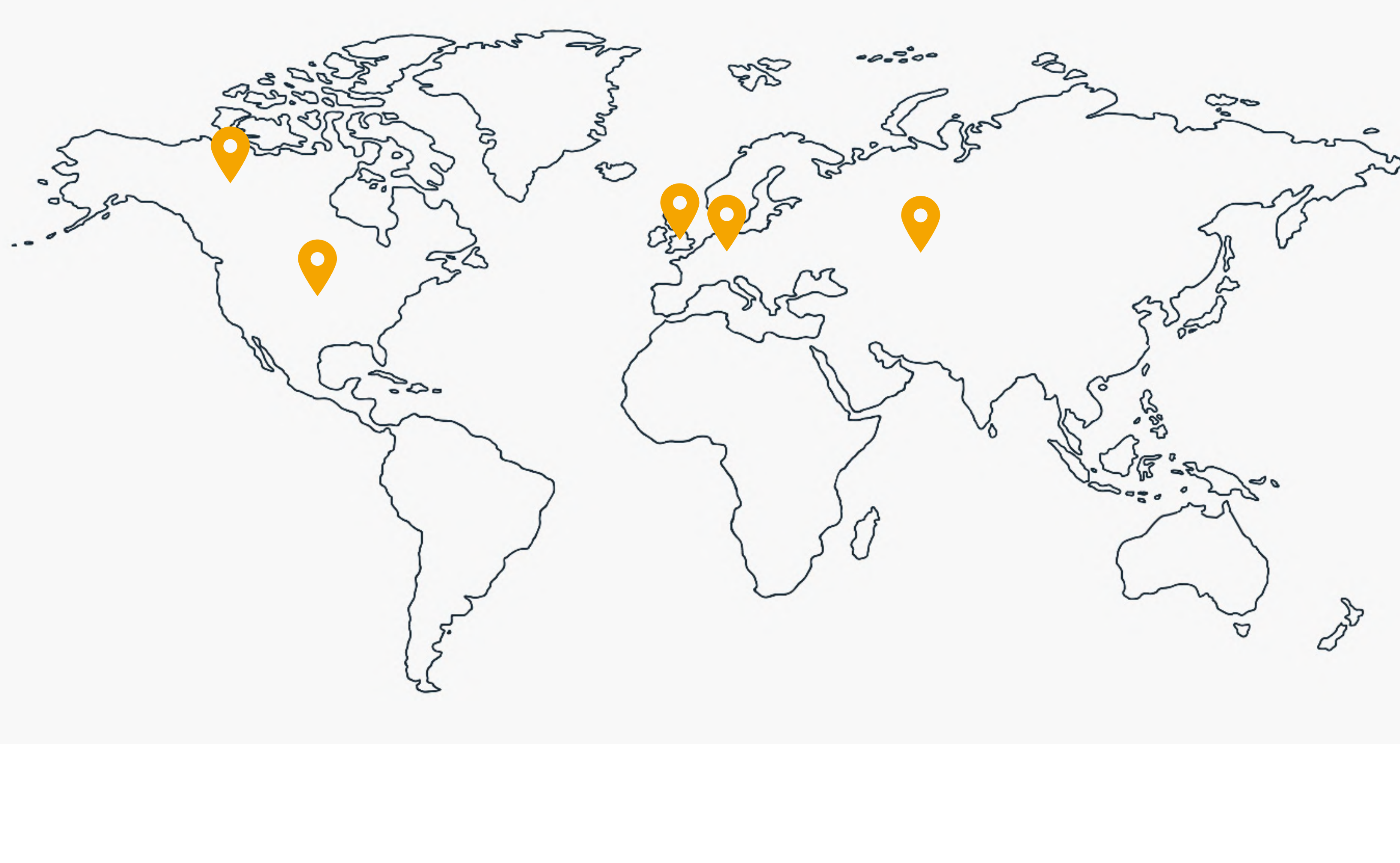
Different creatives



Geotargeting: 147+ different countries

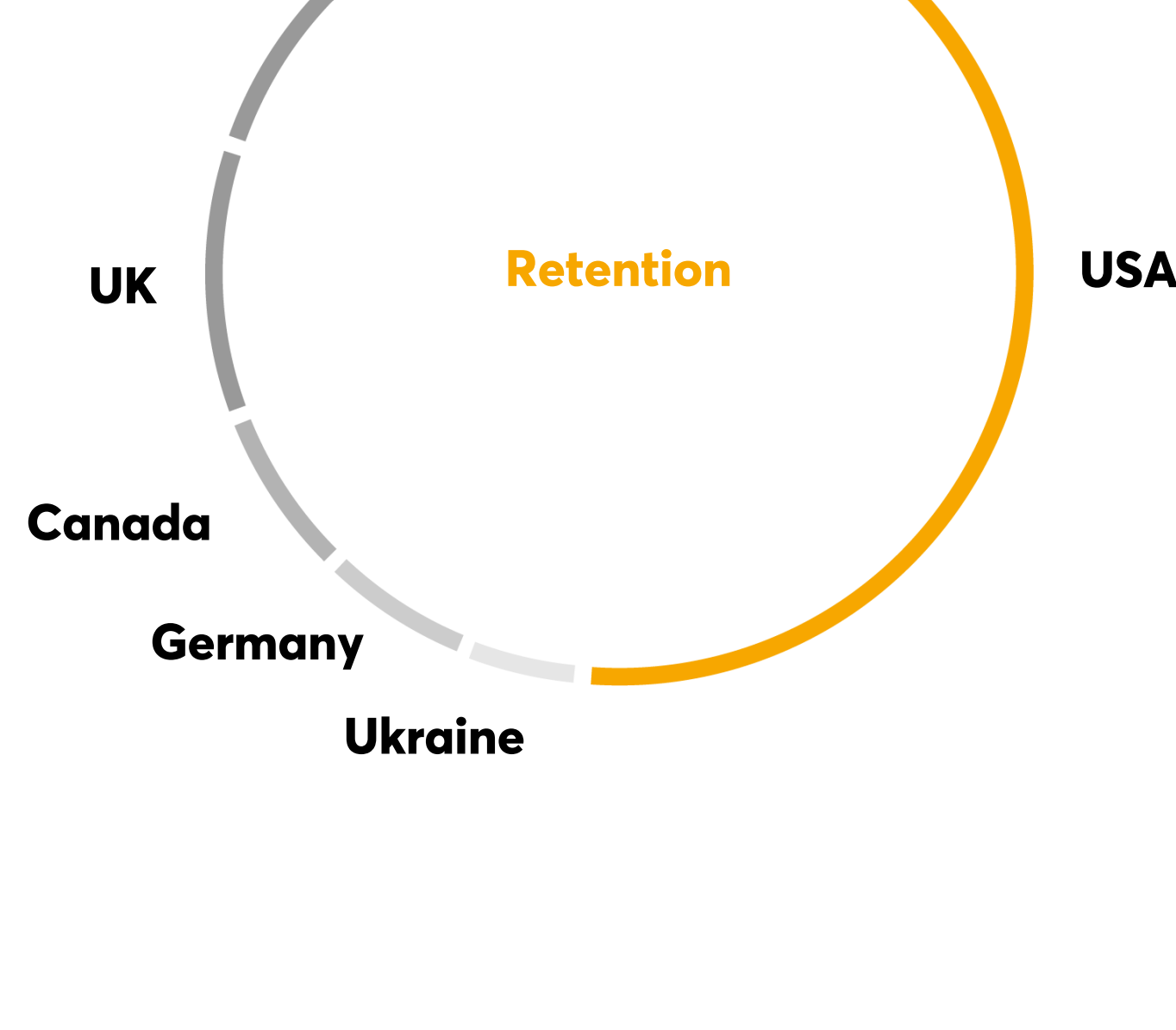
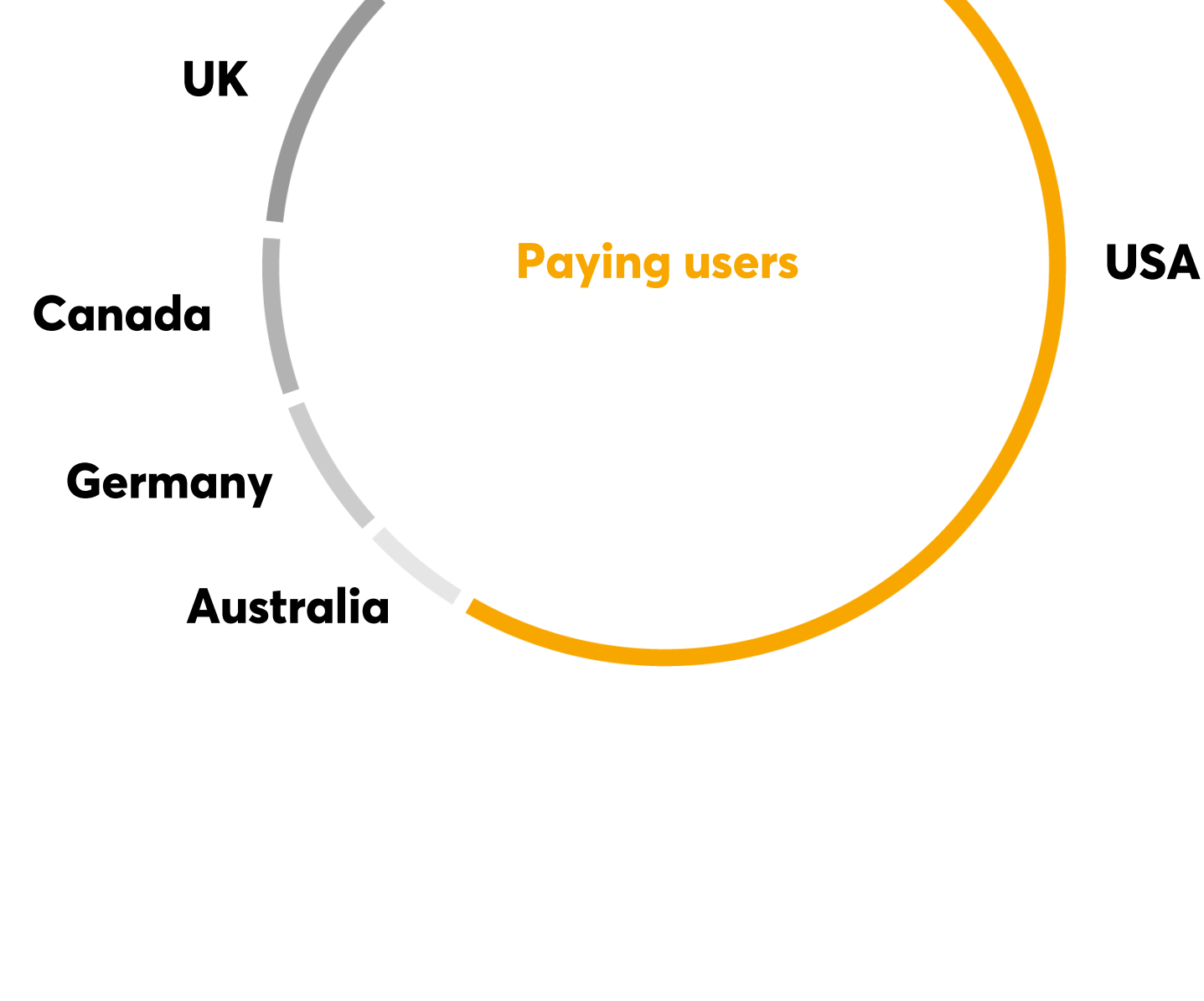
Top performing GEOs:

US (40%), RU, CA, GB, DE



Top-6 countries by paying users from paid UA*

Top-6 countries by retention from paid UA*



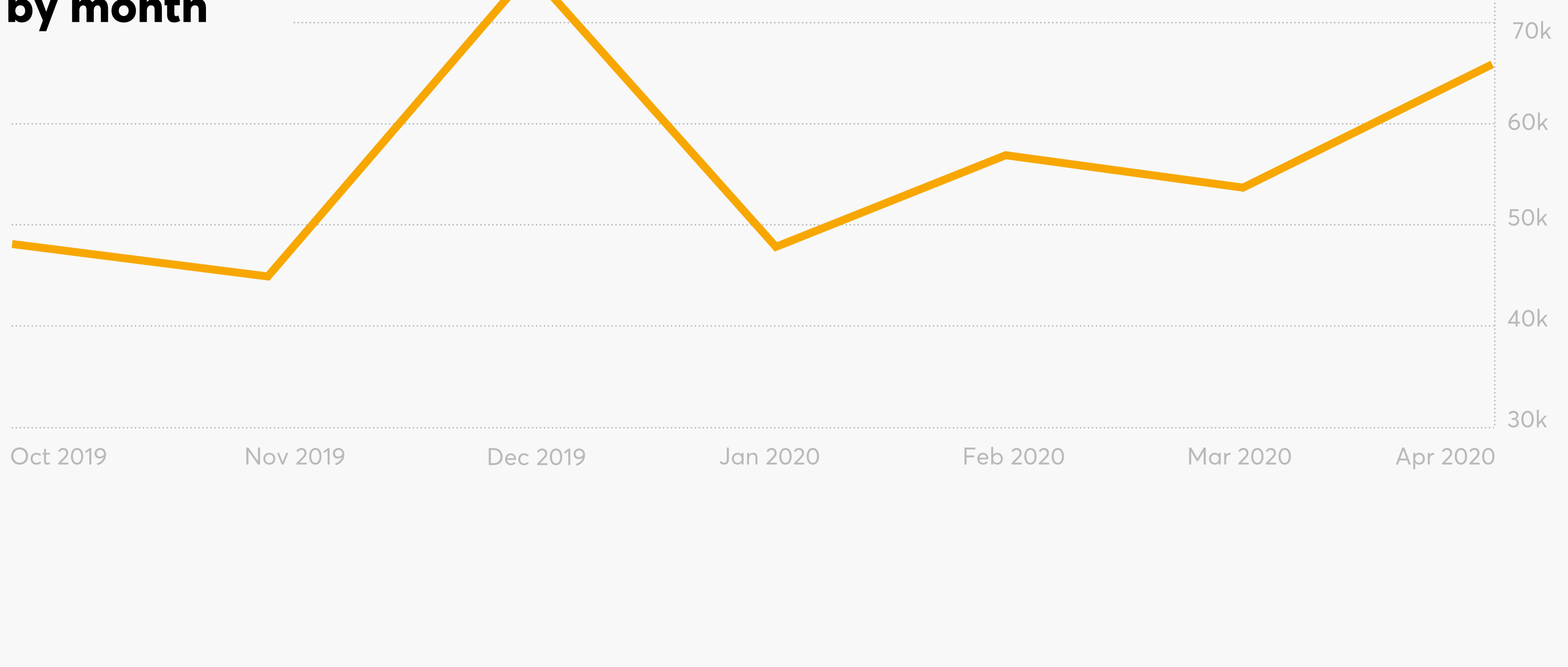
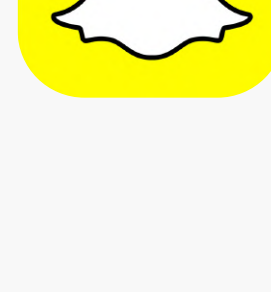
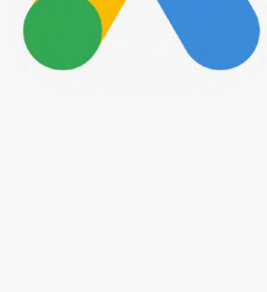
*From October 2019 to April 2020

7

High-skilled UA managers

10+

Traffic sources



400k+

Installs from paid UA

Results

400,000+

Installs from paid UA*

1.3%

Average CTR

27,000

Paying users from paid UA

*From October 2019 to April 2020

Contact us!

You too can benefit from a preferred outsourced traffic partner and increase your revenue by talking to one of our specialists at AdQuantum

Get started