Background

Influencers posting on their own about the Idle Evil Clicker generated over 50,000 organic installs. Bloggers created viral videos about funny gaming ads, mentioning Idle Evil Clicker and this has become an additional growth point for us!

Organic UA side effect

The result was undoubtedly worth it. Results are exceeding all expectations, and fears we had regarding collaboration with agencies have all dissipated. Of course, naturally, there have been discrepancies between our vision and the agency's; we sometimes imagine things one way, and the agency has its internal processes and understanding of the situation.

At first, we were unsure about working with agencies. We had built our in-house marketing team and wanted to gain knowledge inside the team and really didn’t like the idea of sharing this all with someone else. Also, to start the collaboration, we had to restructure a lot of processes. We had no experience in developing marketing predictions and calculating budgets and profits based on these predictions, so we had to make a lot of changes whilst at the same time trying to not hinder the tempo of production.

Strategy

Goals

- Maximize the number of paying users and revenue earning potential
- Increase brand awareness

Timeline

Creatives

- gingerbreadensing.png
- example2.png
- example3.png

Organic UA side effect

50,000

Results

$3,000,000

In Net Revenue

Contact us!

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