

\$3,000,000 in net revenue

AdQuantum generated \$3,000,000 in net revenue for Idle Evil Clicker game during the first 6 months of collaboration.



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.

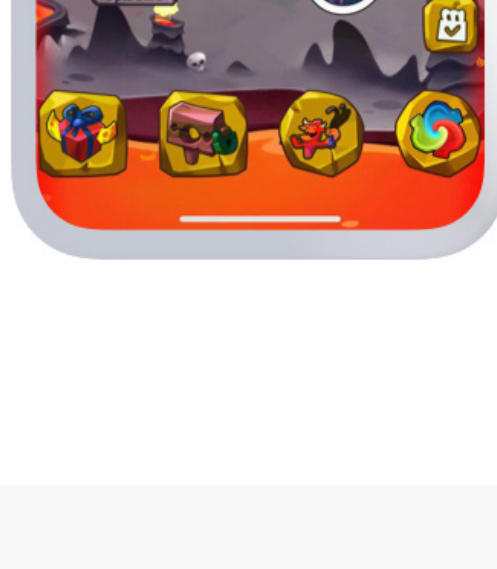
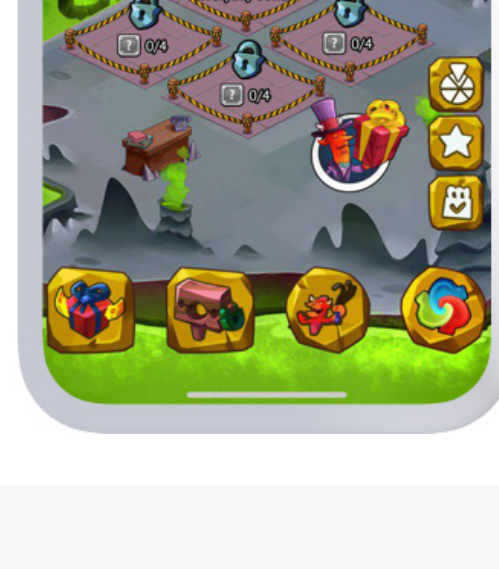
The result was undoubtedly worth it. Results are exceeding all expectations, and fears we had regarding collaboration with agencies have all dissipated. I think the main fear we were facing when collaborating with the agencies is that their designers and UA managers may have a different vision of your product. 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.

In any case, all discrepancies have always been settled through proper communication. We understand each other and all have the same ultimate goal. We are more than satisfied with the results of our cooperation with the AdQuantum team. Oh, and one more thing, we have even added content from their creatives to our game!

— Juan Orlov, CEO Red Machine Group



Background



AppQuantum publishes Idle Evil Clicker developed by Red Machine Group. Since November 2018 AppQuantum's marketing partner, AdQuantum, started creative production and launched UA-campaigns. Idle Evil Clicker has a Mild Violence content rating. The player builds torture machines, hires demons and collects souls. Players can also improve equipment in a few clicks.

Red Machine independently promoted the product from March to November 2018.

4M+
downloads worldwide

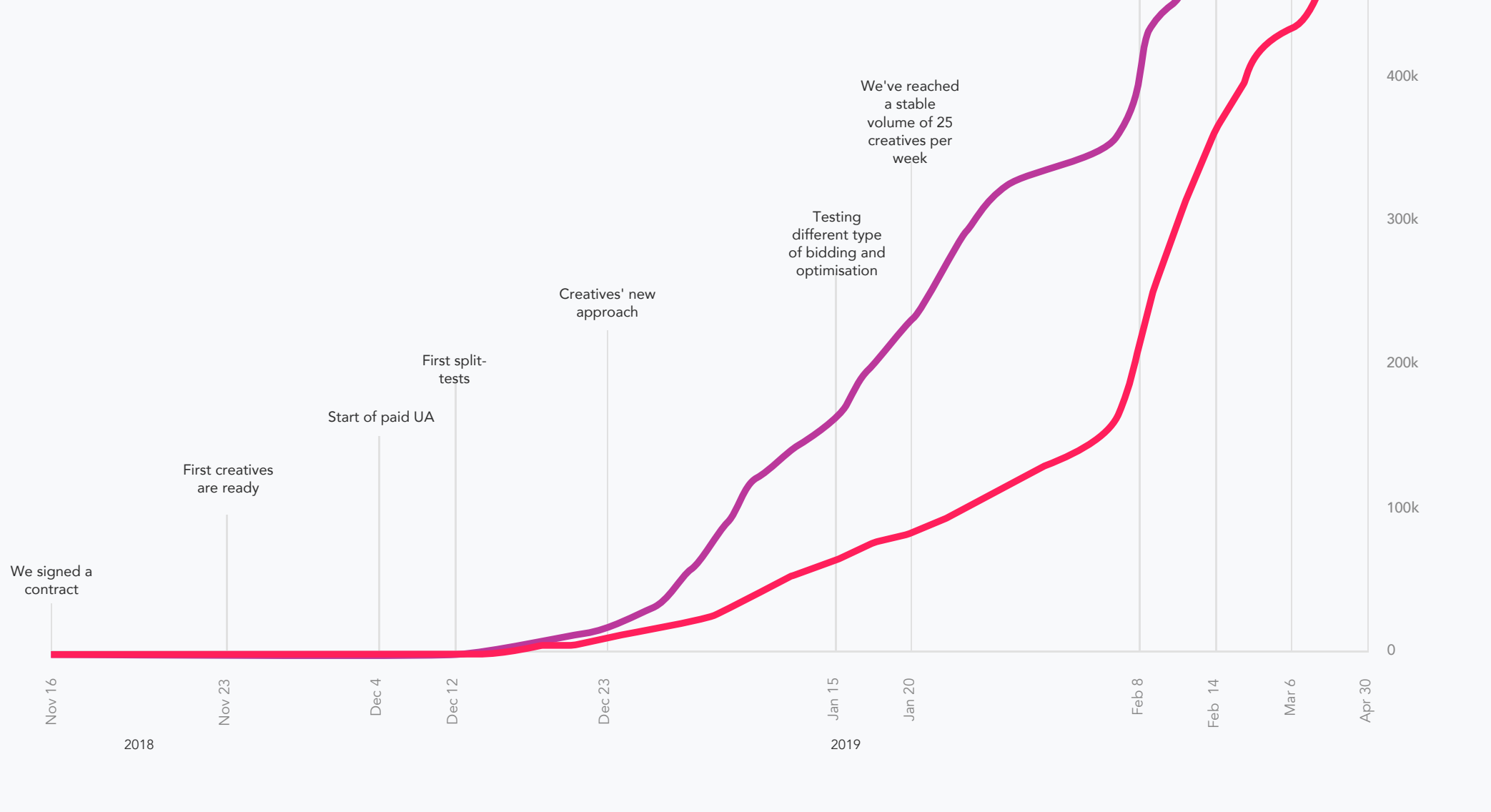
Goals

🎯 **Maximize the number of paying users and revenue earning potential**

🎯 **Increase brand awareness**

Strategy

Timeline



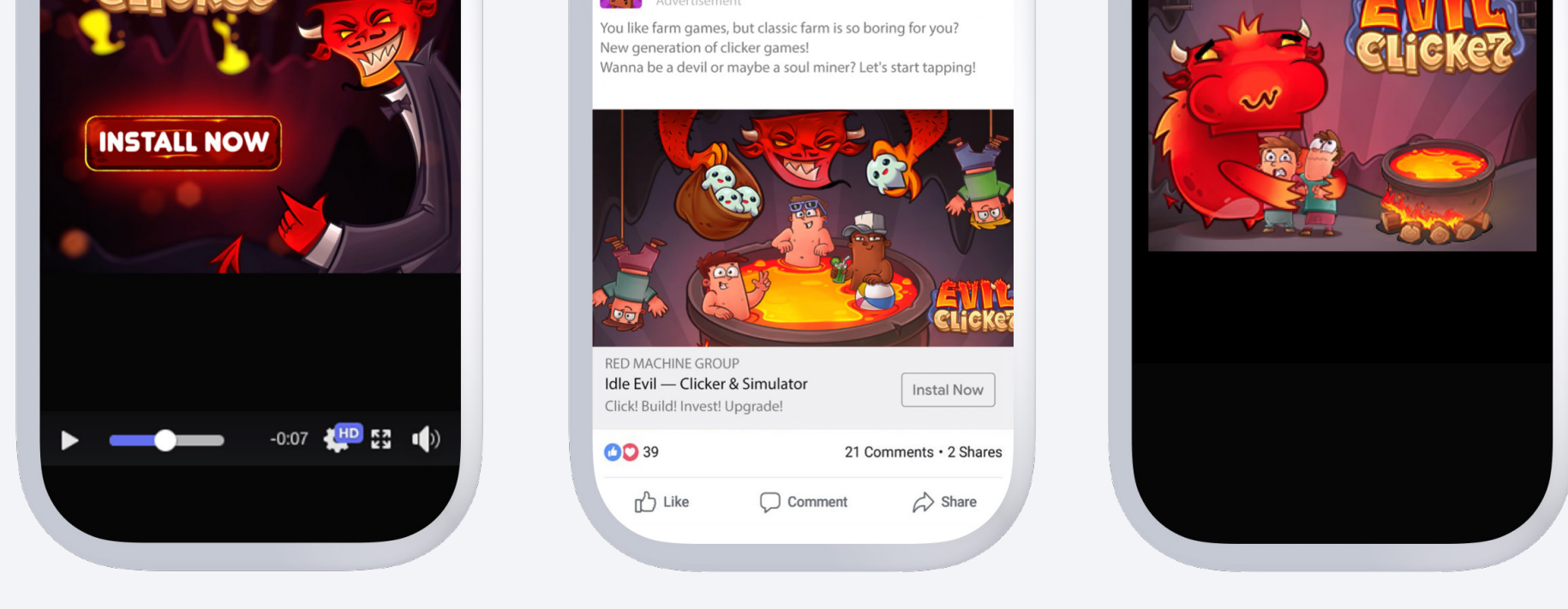
Creatives

AdQuantum is constantly testing new hypotheses, applying new features to our creative production, and constantly improving results through extensive and thorough A/B testing. These are a few samples of said video-creatives.

	Corn Gun	Pepper Gun	Corn Gun 18+
iOS Tier 1 MAY 2019			
Installs	9 345	2 897	20 332
CPI	\$2,19	\$3,47	\$2,20
CTR	1,6%	0,6%	2,2%
IR	34%	32%	24%

Here, for instance, AQ simply added the 18+ badge to the "corn" video and saw awesome results.

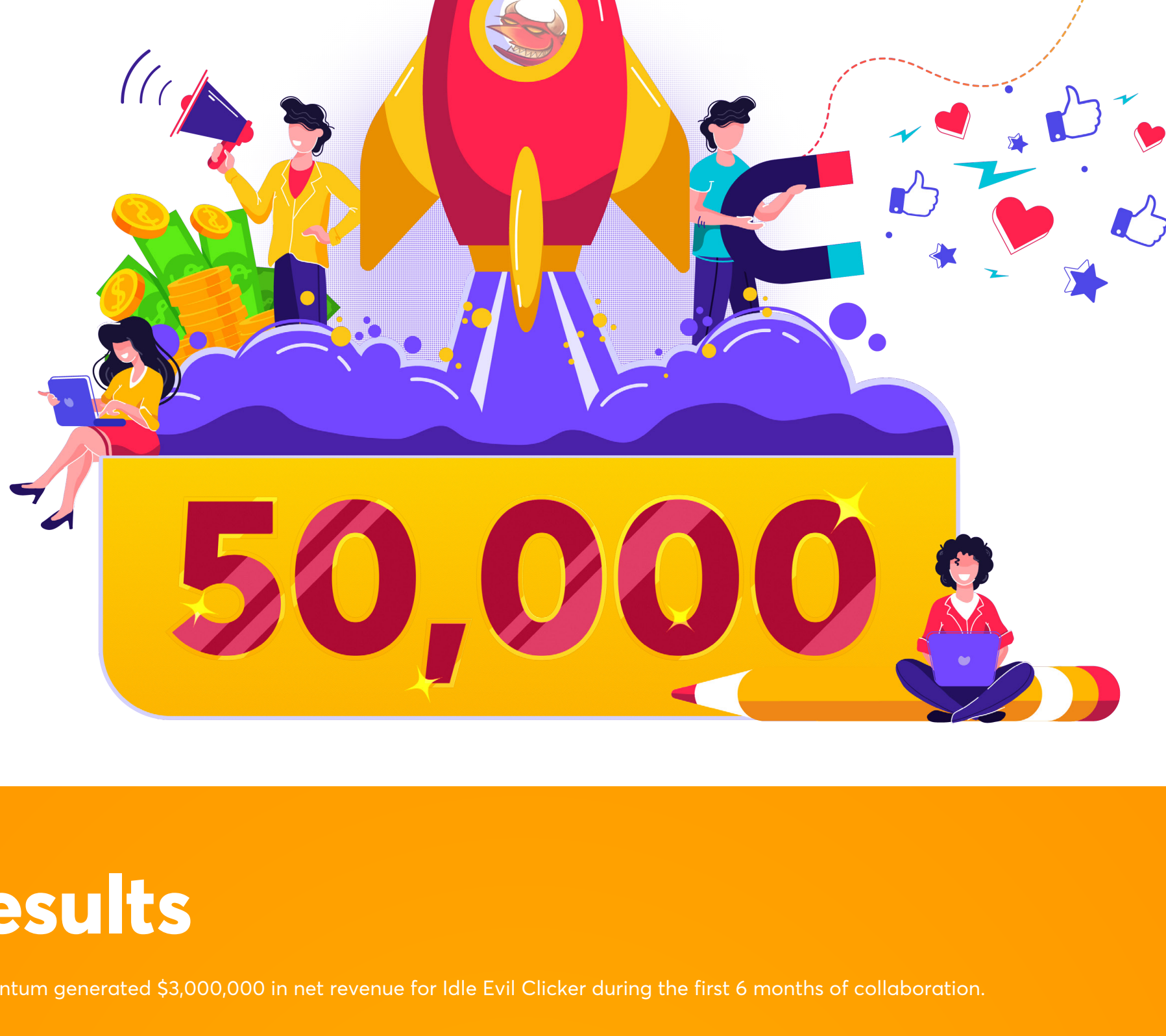
These are some samples of creatives for ad networks:



Our sources: Facebook Ads.

Organic UA side effect

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!



Results

AdQuantum generated \$3,000,000 in net revenue for Idle Evil Clicker during the first 6 months of collaboration.

\$3,000,000
in Net Revenue
(December 2018 – May 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