—Elena Bugakova, Publishing Producer at AppQuantum

Redcell Games is a small mobile game studio based out of Canada. The team came together out of a passion for creating fresh experiences. With their debut game, Gold and Goblins, they have been able to display their collective experience to create high quality, successful games.

Background

6,000,000 players 572.96 AA 🔏 1,365

760,000

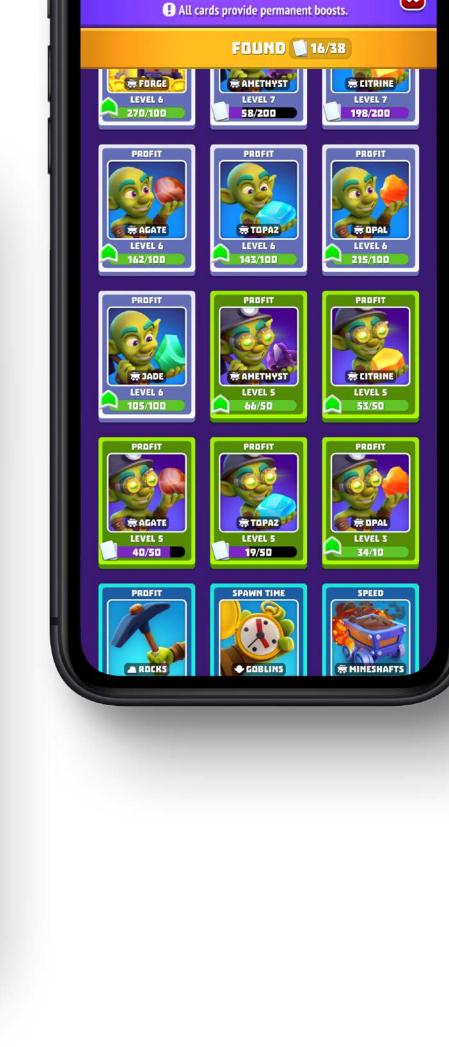
DAU

USER BASE

Gold and Goblins: Idle merger is an Idle game with merge mechanics where the player controls little goblins that mine gold in shafts. The player's goal is to manage resources, get more

goblins, merge them and break ever-growing rocks to find gold and get to the next shaft.



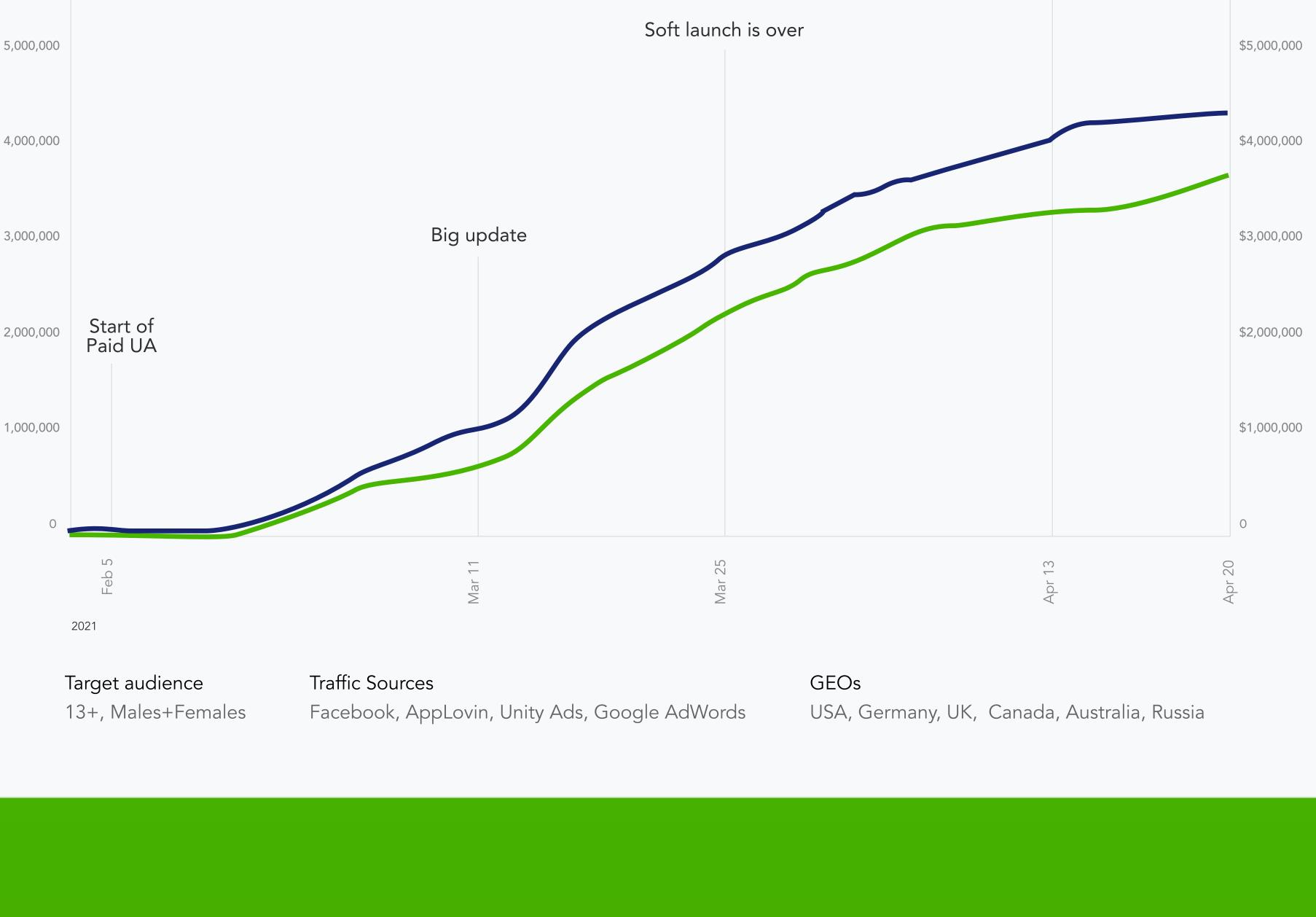


\$4,000,000 Revenue

installs

revenue

Timeline



The product was quite successful itself. Thus, our aim was to choose the right way to scale ad campaigns to other GEOs and traffic sources without losing audience's quality. The game focuses on ad monetisation, therefore we relied on event optimisation X_ads_views. However, completely ignoring purchase-optimisation can cause user's ad LTV decrease. That is why we were launching Purchase-optimisation

campaigns and ROAS-optimisation campaigns simultaneously.

budget for testing at the beginning, but often it is worth it.

continue to increase the efficiency of our user acquisition.

We used not only Facebook as a traffic source, but also Unity Ads and AppLovin. The reason is that their audiences are the most loyal to mobile games. It has a beneficial effect on product metrics (User Lifetime and Retention rate) and

monetisation metrics (Ad views, Purchases). These traffic sources need a high

Apart from gameplay videos, AdQuantum also designed gameplay misleading creatives. Tracking retention changes for each particular creative helped us instantly define a creative with high CTR and IPM metrics that however, had low retention rate.

We used multiple assets in order for ads to match the game content. Despite the

fact that sometimes we used misleading creatives, the major part of our ads was

directly based on game assets. Hence, the ad videos plot was very close to the

actual gameplay. After all, it helped us to correct the drop in retention and

We have optimised advertising campaigns for installs and purchases. Types of creatives we used: Long & Short

audience. These users convert well with high LTV. We've relied on creative production approach that allows us

We chose an approach that showed a lot of gameplay because we wanted to attract the most relevant

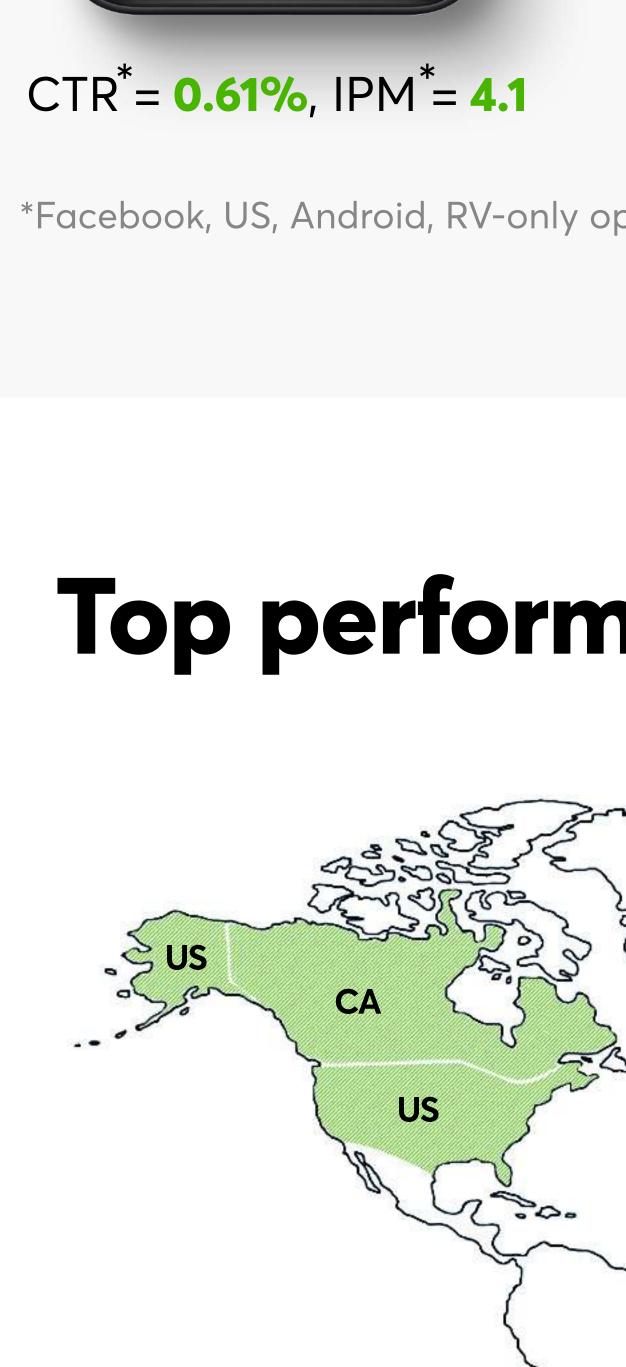
to use misleads with several rules and restrictions that help us to avoid well-known disadvantages of this

Top performing GEO: US, GB, DE, CA, RU, AU

User Acquisition

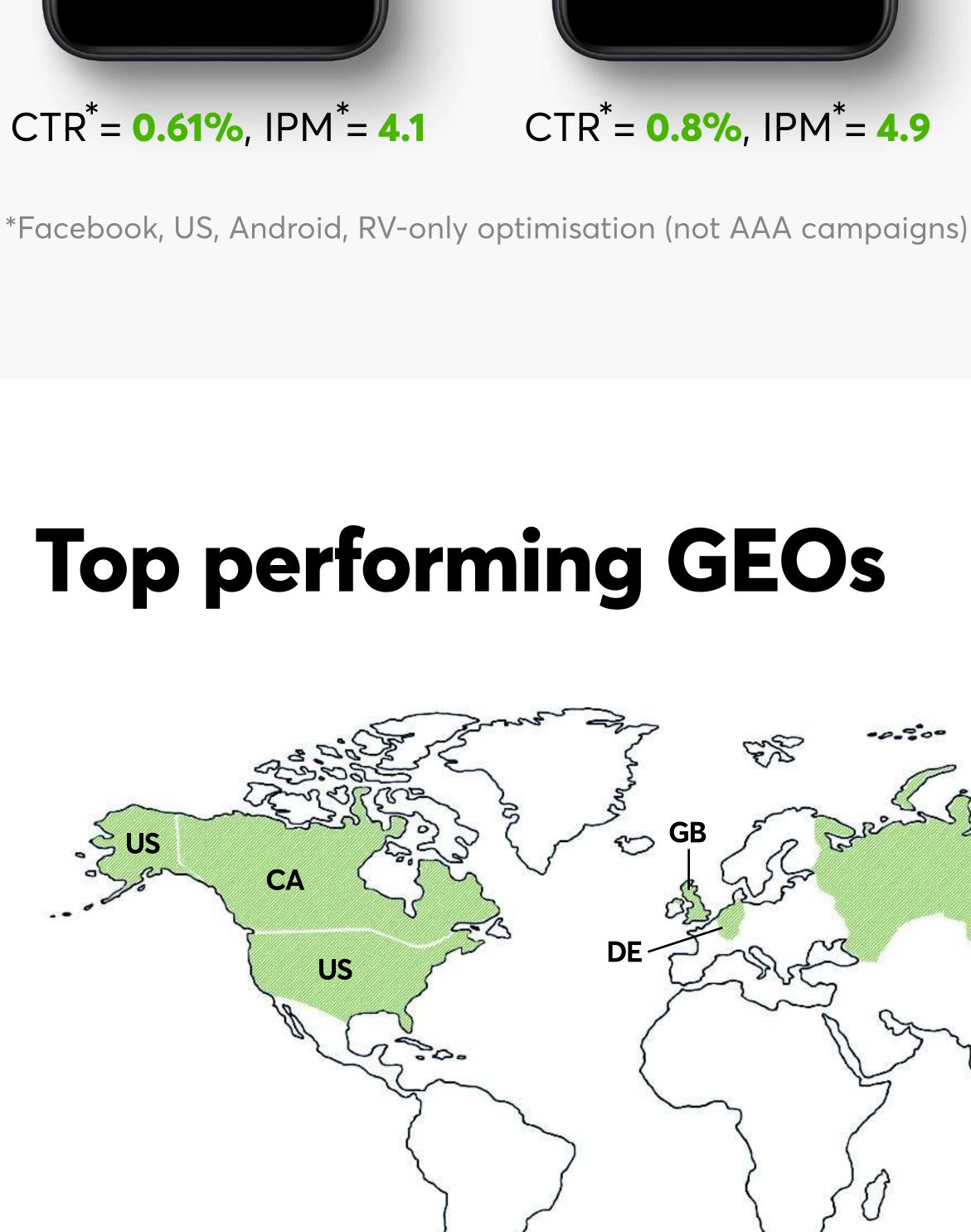
videos with gameplay, static 2D.

strategy.



Results

** For the top creative





500 H New creatives

UA

managers

\$4,500,000 Revenue

IPM

* During the first 3 months of collaboration

5(0)(1)+

New creatives

Contact us!

Do you have the mobile app on alpha or later stage? We have investments, marketing resources and extensive expertise in app promotion. You too can increase your profit.

Talk to one of our specialists at AdQuantum.

Get started

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sales@adquantum.com