Love Sick

AdQuantum

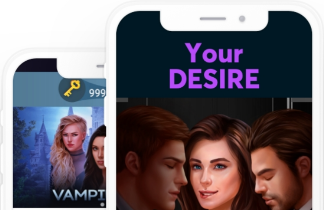
x5 Revenue

Being a part of SWAG Masha's UA strategy AdQuantum started working with small volumes and improved our results, achieving 6x more paying users per month compared to January 2020 and generated 5 times more revenue. Initially we acquired 7.5x new users, successfully increasing the number of paying users every month from traffic acquired by AdQuantum.

Background

3M+

registered players

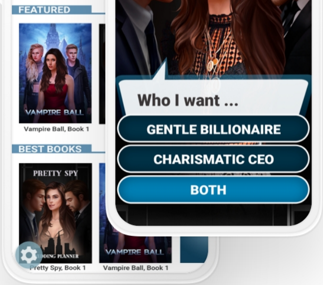

999
VAMPI
Your DESIRE

GEO

worldwide

Love Sick is an interactive story game, where a player has the ability to make choices that can drastically alter the story.

MY.GAMES consolidated SWAG MASHA, the studio behind popular mobile title Love Sick: Interactive Stories. With more than three million registered players around the world, Love Sick is the first game of the Belarus-based studio. SWAG MASHA has been working with MY.GAMES since July 2018, turning them from a three-man team to a fully-fledged studio.


FEATURED
VAMPIRE BALL
Vampire Ball, Book 1
BEST BOOKS
PRETTY SPY
WEDDING PLANNER
Pretty Spy, Book 1
VAMPIRE BALL
Vampire Ball, Book 1
Who I want ...
GENTLE BILLIONAIRE
CHARISMATIC CEO
BOTH

Goals

- ✓ Increase the number of new users, reaching the KPI

- ✓ Target specific geographic locations with relevant audience

Strategy

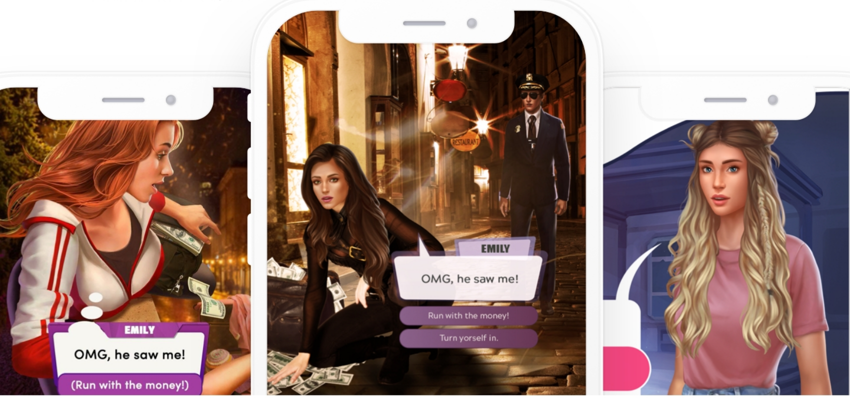
AdQuantum started driving traffic for Love Sick in July 2019 with the limited budget. First tests were run to discover the initial performance benchmarks and define the best performing creative approaches. From March 2020 the marketing budget became unlimited. The KPI was set on predicted ROAS.

User Acquisition

250+ New creatives

5 Senior UA managers

Traffic Sources: Facebook, Google Ads

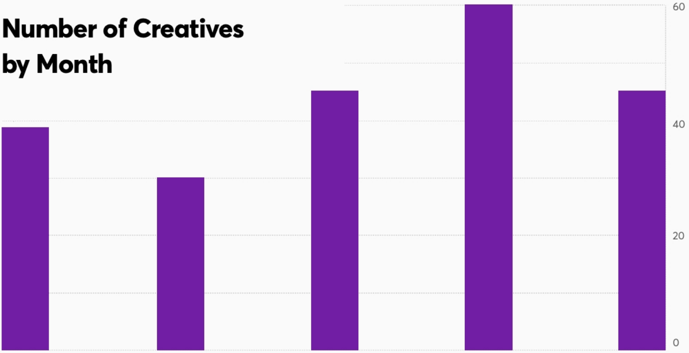

EMILY
OMG, he saw me!
(Run with the money!)
EMILY
OMG, he saw me!
Run with the money!
Turn yourself in.
RESTAURANT

Geotargeting: Worldwide

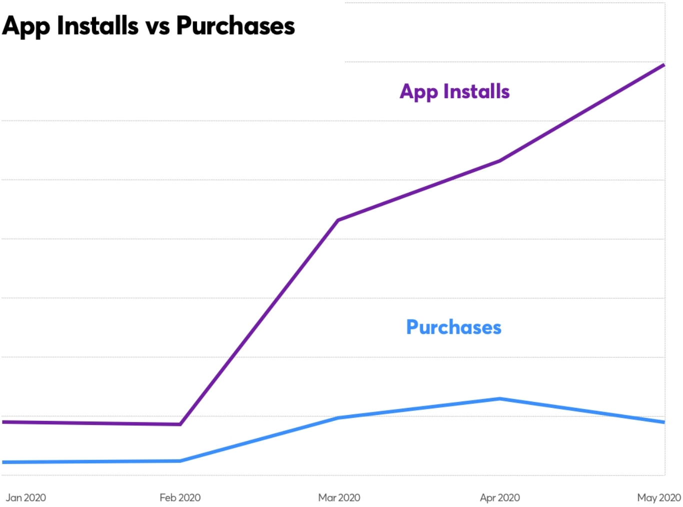
Top performing GEOs by revenue:

USA, Russia, United Kingdom, France, Germany, Ukraine, Kazakhstan

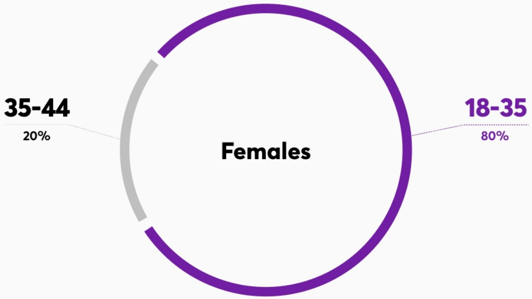
Number of Creatives by Month



App Installs vs Purchases



Demographics



Results

x7.5

New Users*

x6

Paying Users**

x5

Revenue**

* increasing the number of paying users every month

** within 5 months on traffic acquired by AQ

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

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