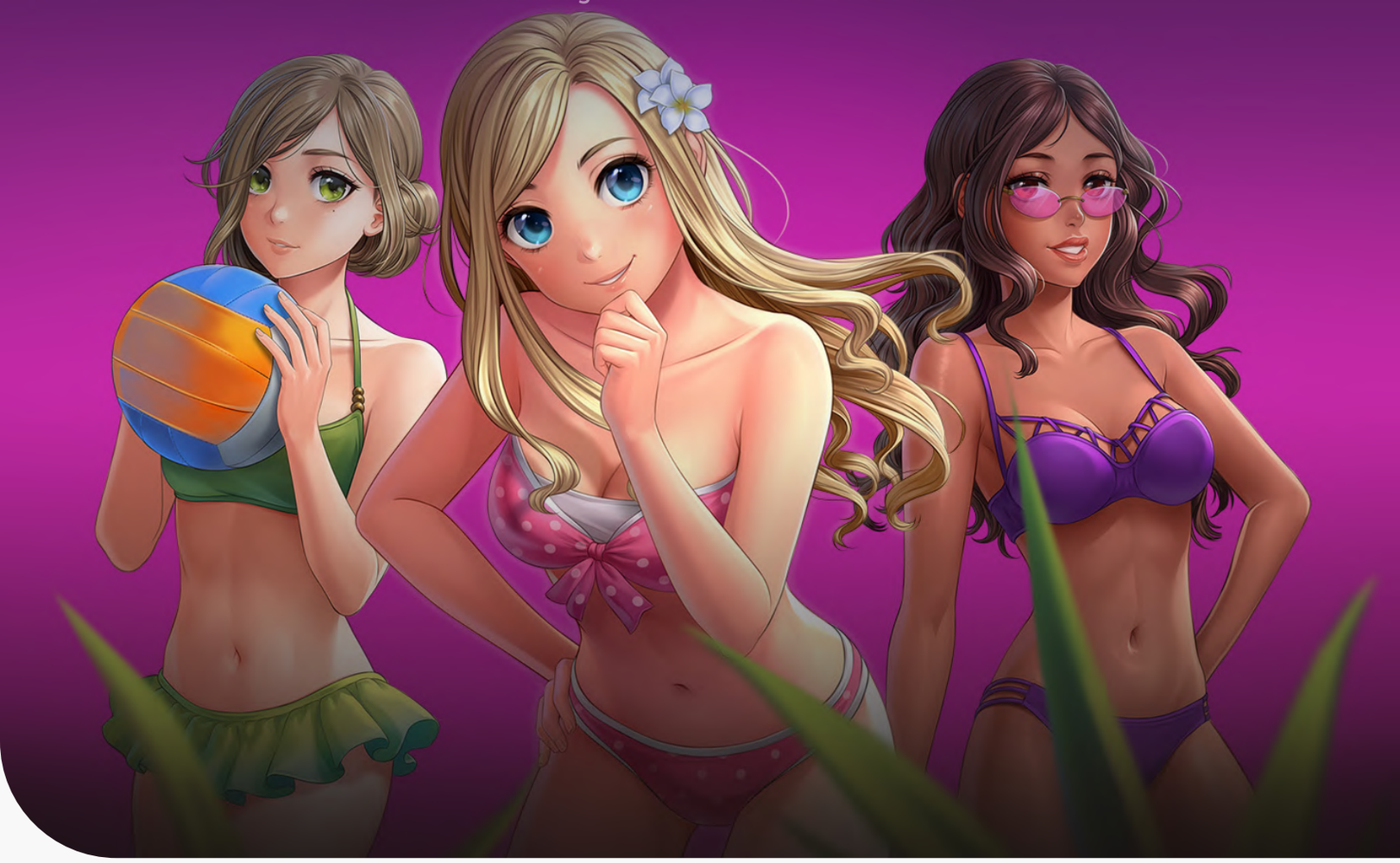
AdQuantum

ROAS 30d 160% on 6 ad sources

AdQuantum managed to keep the 30D ROAS above 160% for each of client`s projects, driving traffic from 6 different ad sources. Each game was sustained at this ROAS for at least 4 months.



1,600,000 installs

for 6 apps in 4 months

About client

5M+

User Base

60+

Countries

50k+

DAU

Goals

- Target specific geographic locations
- Keep the ROAS on high rates
- Increase the number of paying users
- Produce hundreds of different creatives

Strategy

AdQuantum started driving traffic for client`s projects with comission-based model in April 2019. First tests were run to discover the initial performance benchmarks and define the best performing creative approaches.

1. We tested dozens of different approaches, and produced 600+ new creatives

2. We started with our standard creative approach in combination with our client's suggestions and requests. After a few tests, we soon discovered our best performing approaches for our target audience — short videos and attractive static pictures.

3. After determining our best performing creative approaches, we started optimising and driving large volumes of traffic in our target locations.

User Acquisition

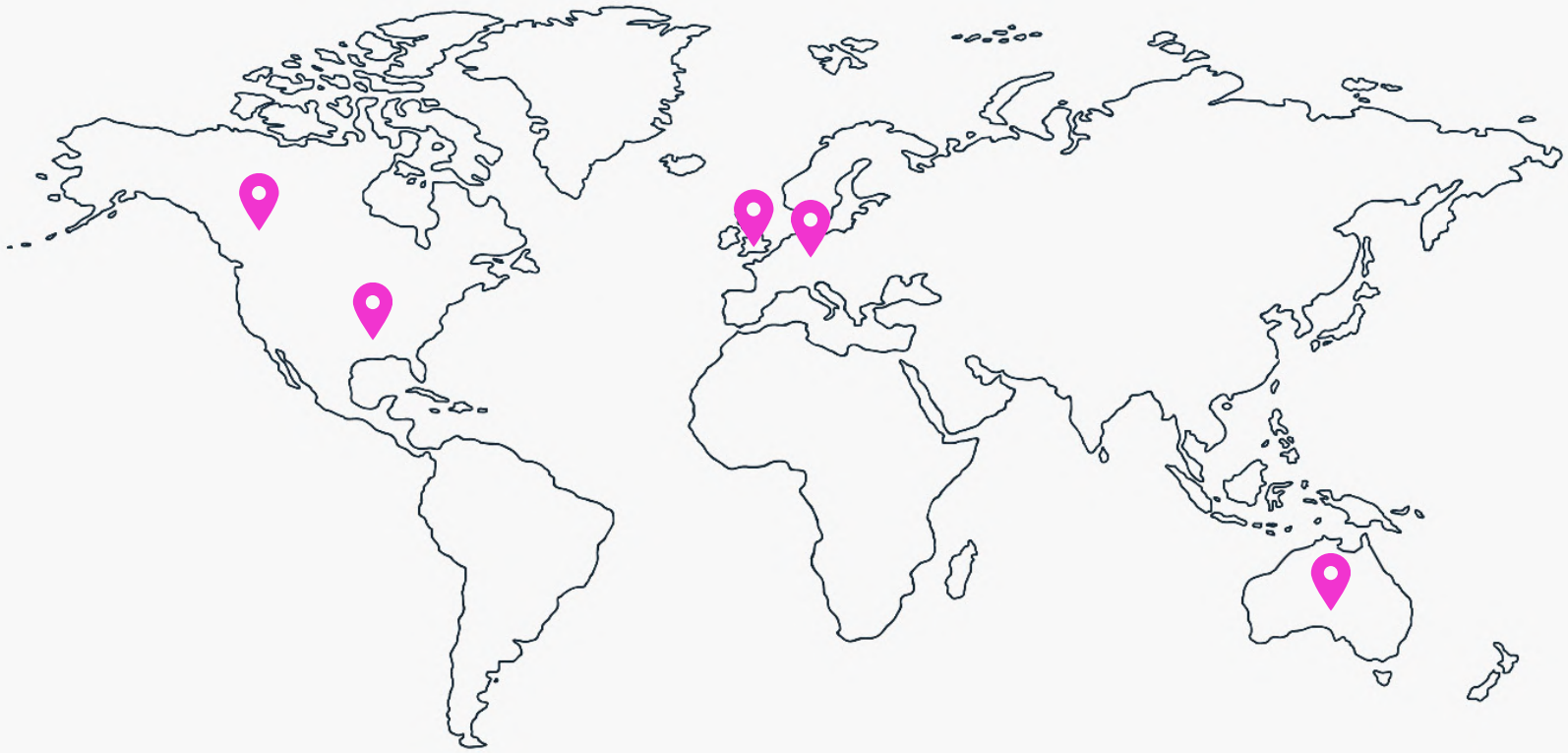
600+ Different creatives

10 senior UA managers

Geotargeting: Worldwide

Top performing GEOs:

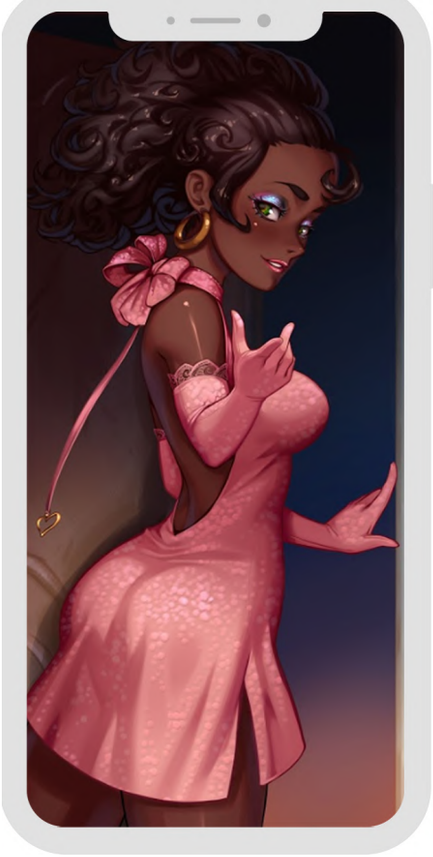
US (30%), UK, CA, AU, DE

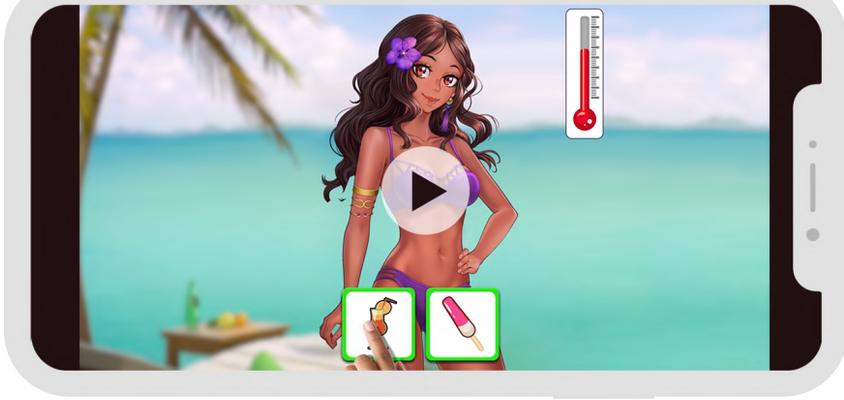


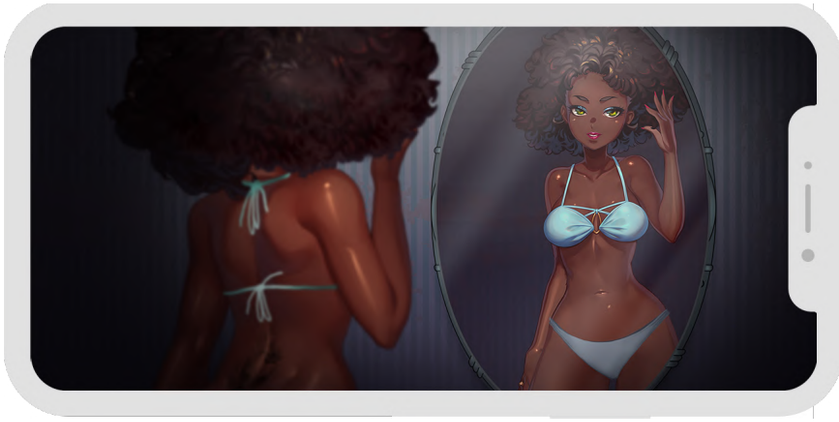
Traffic Sources: Facebook, Google Ads, Unity Ads

Creatives

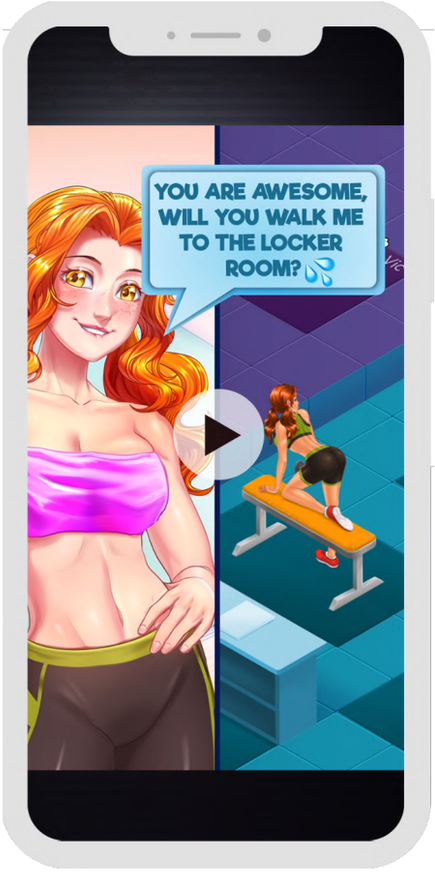
Match 3 Game

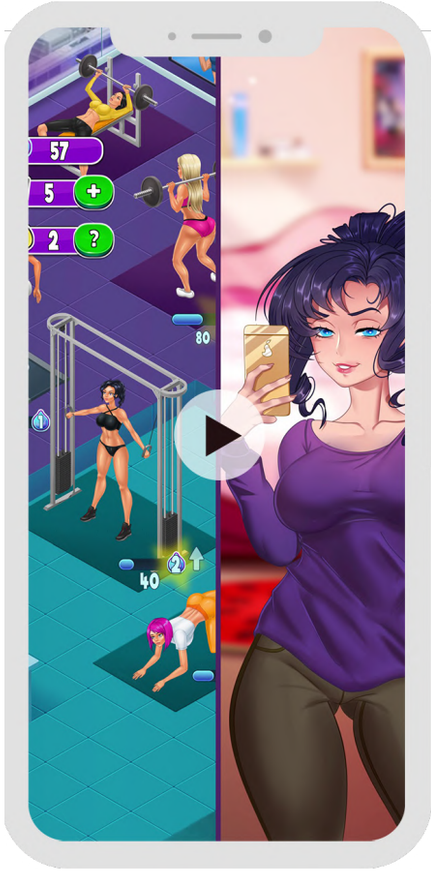


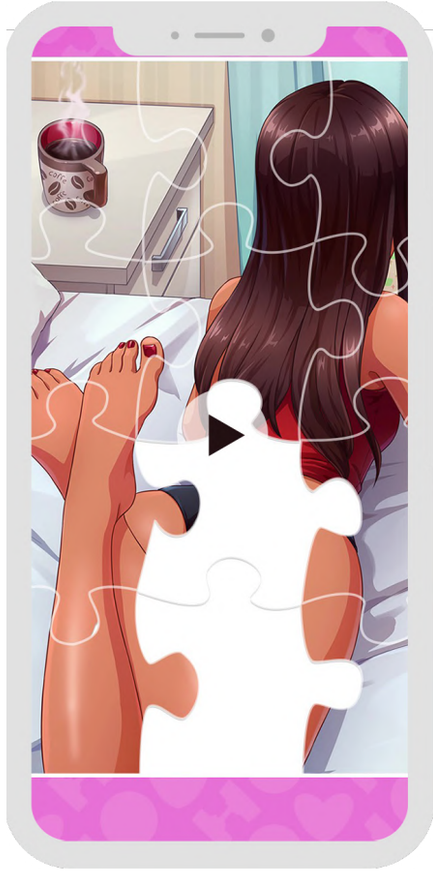




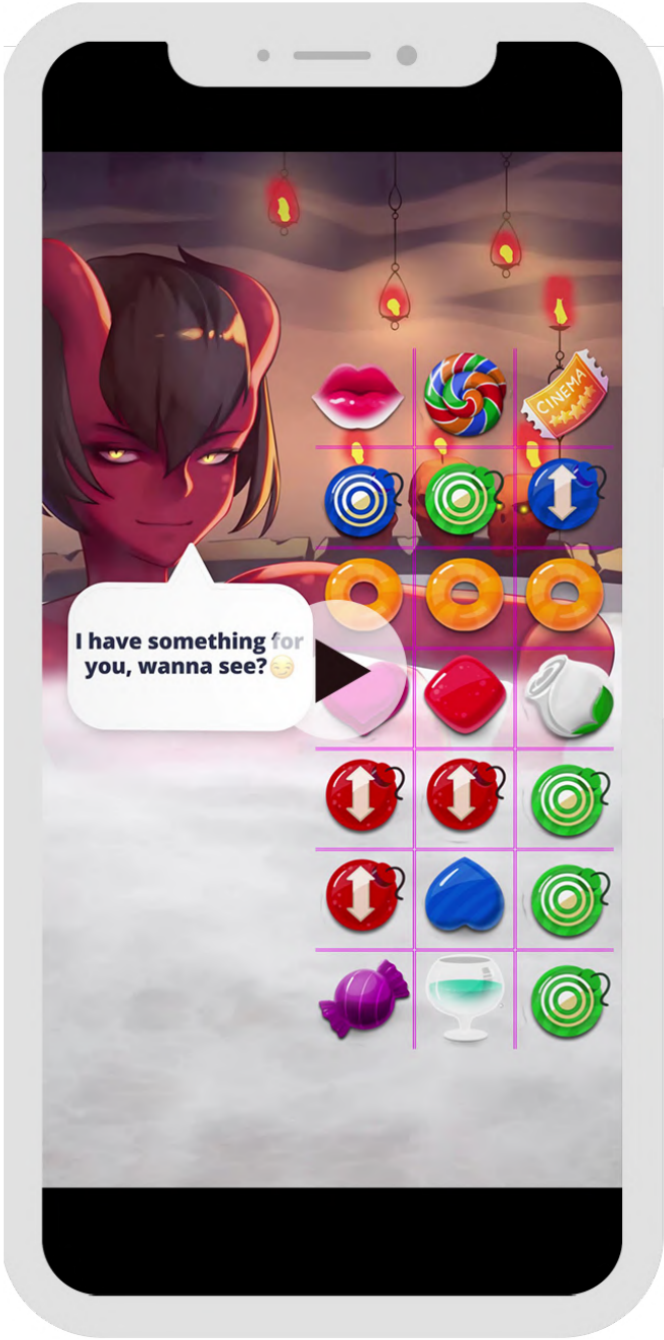
Fitness club simulator game

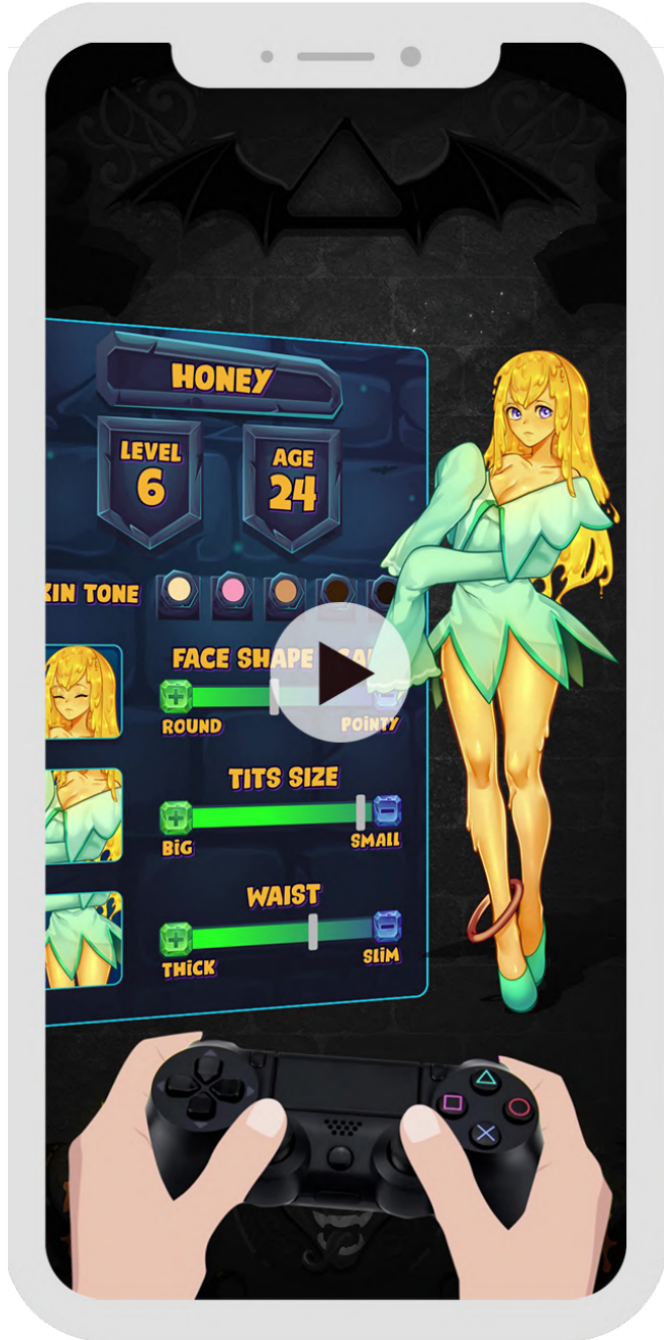




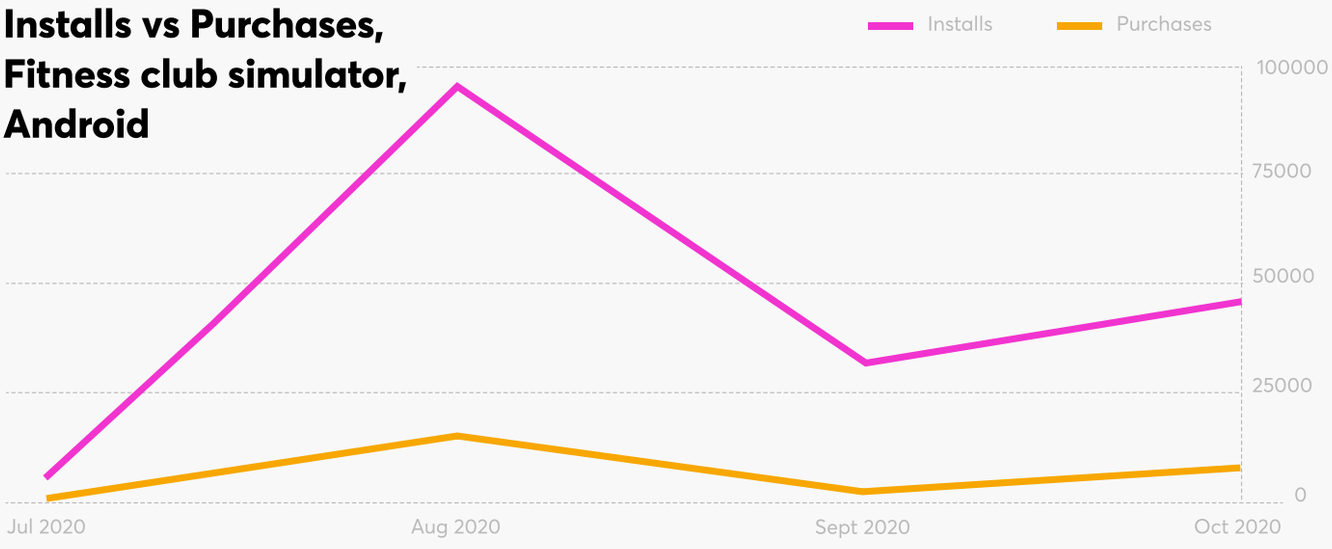


Match 3 Game





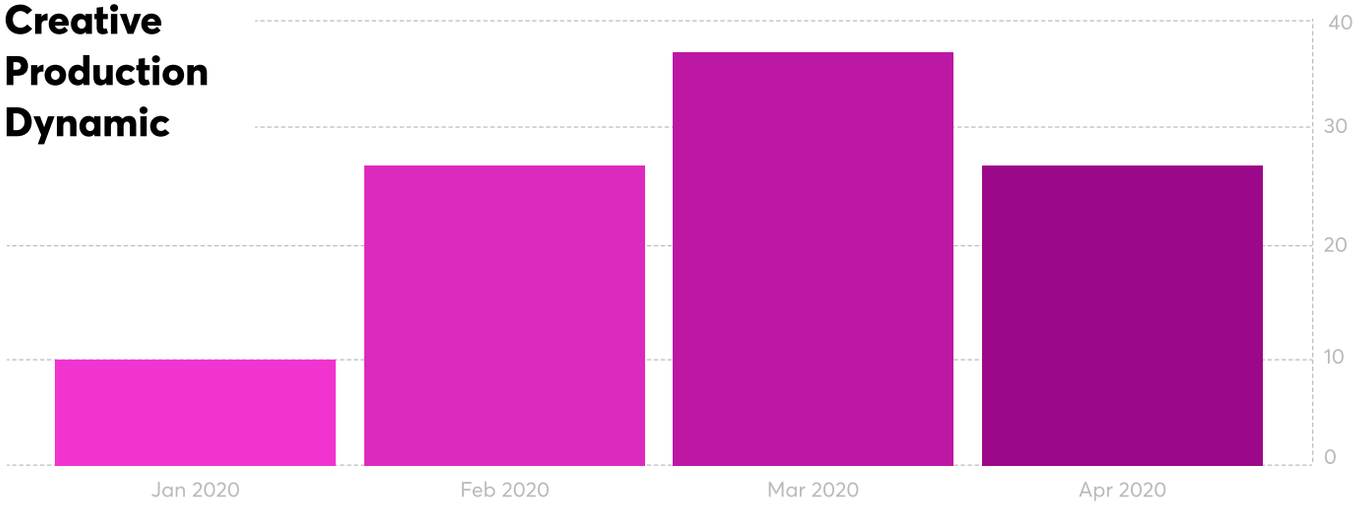
Match 3 Game



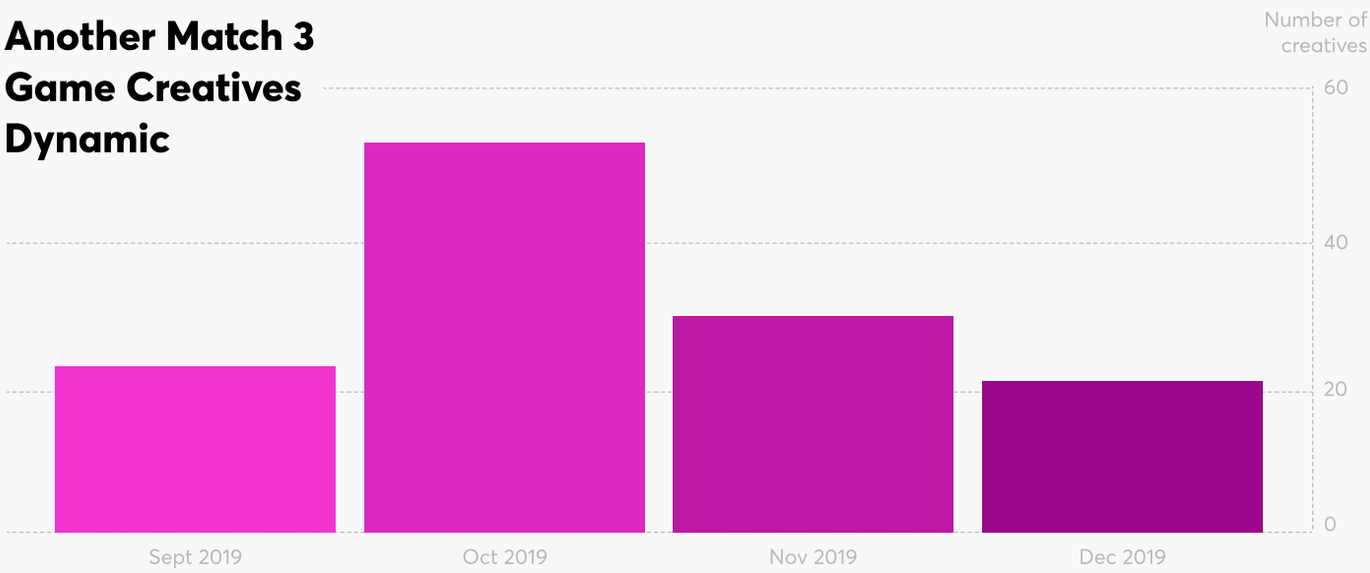
Match 3 Game

Number of creatives

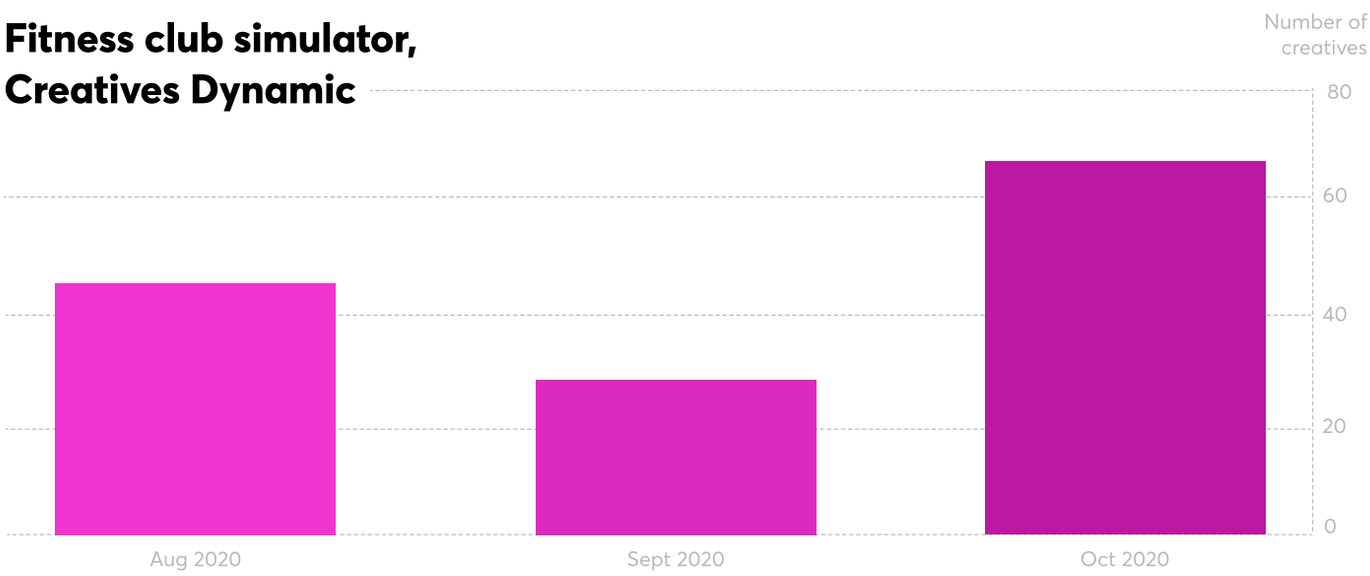
Creative Production Dynamic

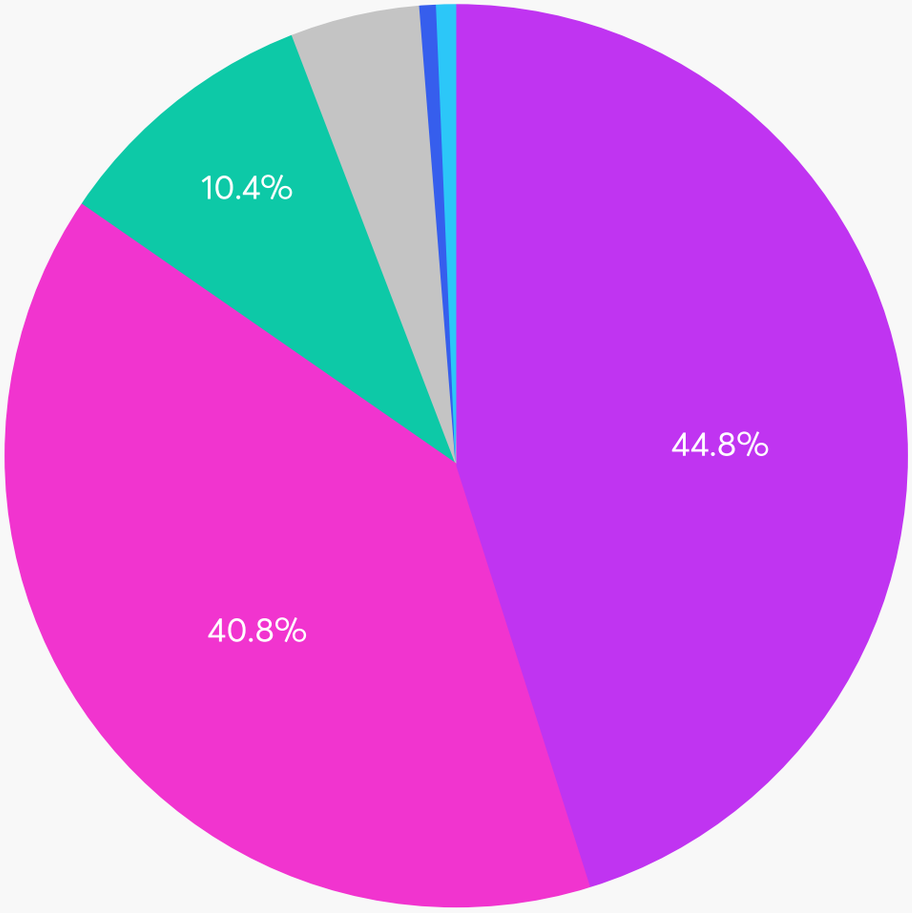


Another Match 3 Game Creatives Dynamic



Fitness club simulator, Creatives Dynamic





99% of traffic acquired by AQ for the client`s projects is males.

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Demography, males

Results

1,600,000*

installs

160%

ROAS 30d

3%

average CTR

41%

average CR **

* for 6 apps within 4 month on traffic acquired by AQ
** from click to install for all of 6 apps in 4 months of collaboration

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

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