AdQuantum

#1 app in the Books Category

AdQuantum helped Radish reach #1 in the Books category on Google Play in February 2020, and #2 in the Books category on the App Store from February to April 2020.

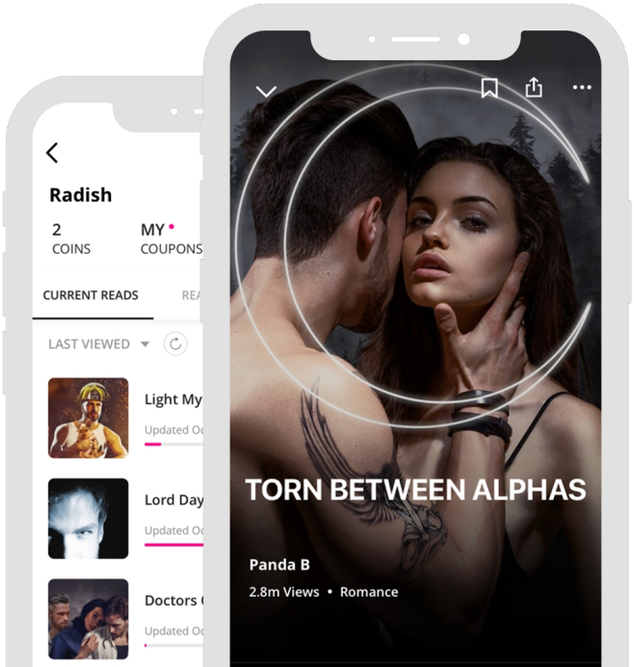
Background

900k+
installs

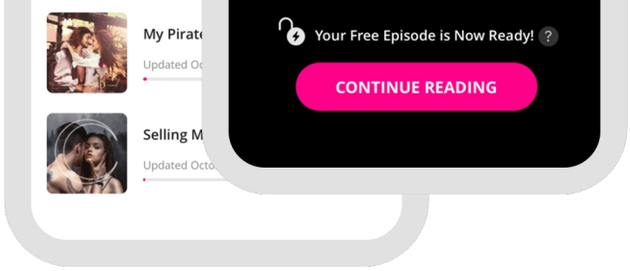
147+
countries

Radish is an exciting mobile fiction platform for serialized storytelling. Radish's wide variety of stories are published and read in bite-sized installments optimized for the smartphone reader. It's the literary equivalent of addictive TV shows, right on your phone!

Radish is revolutionizing the way that stories are consumed and produced. Readers can access thousand of serials across genres and connect directly with their favorite storytellers in live community chat



rooms. Authors can publish their own original stories, revive backlist titles with a young, mobile readership, and pre-release upcoming books to build advanced buzz — the opportunities are endless!



Goals

- Target specific geographic locations
- Increase the number of new users
- Increase the number of paying users
- Produce hundreds of different creatives

Strategy

AdQuantum started driving traffic for Radish with the commission based model in November 2019. First tests were run to determine the initial performance benchmarks and define the best performing creative approaches.

User Acquisition

400+ New creatives

10 Senior UA managers

Traffic Source: Facebook

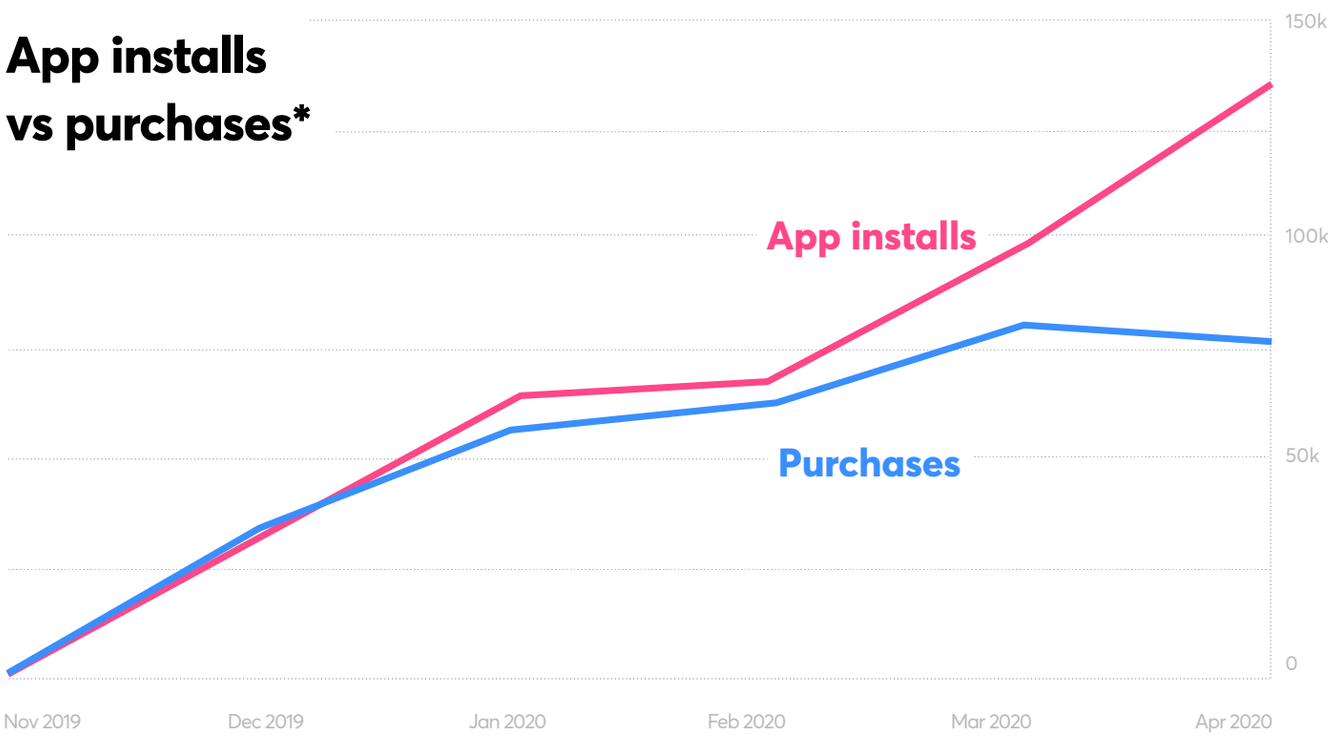
Geotargeting: Worldwide

Top performing GEOs:

USA (60%), United Kingdom,

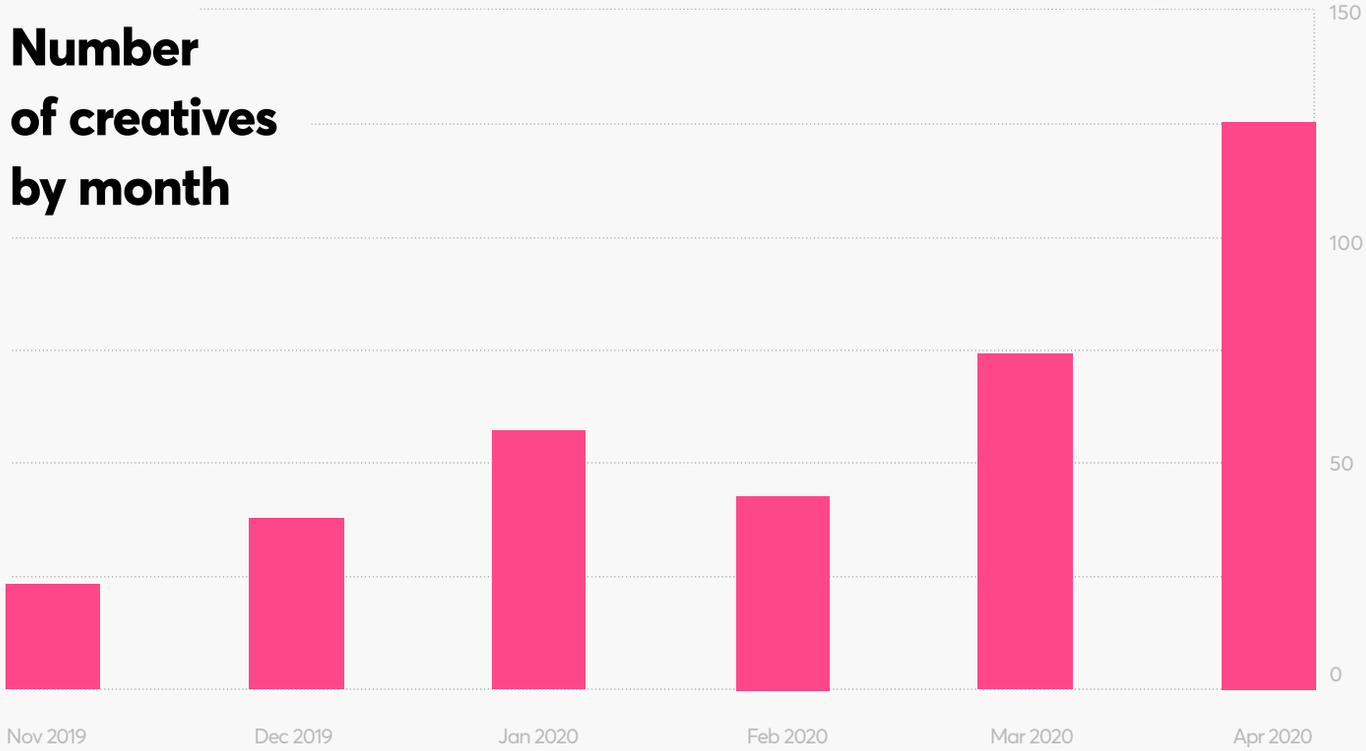
India, South Africa, Philippines

App installs vs purchases*

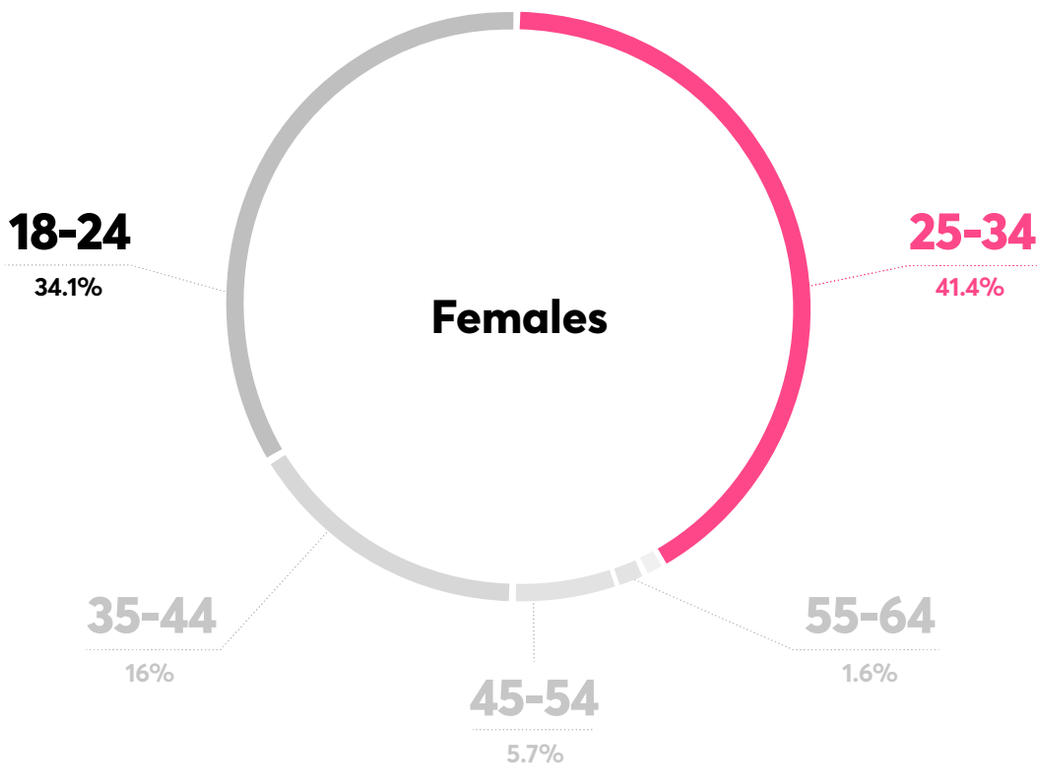


*Based on cohort report data

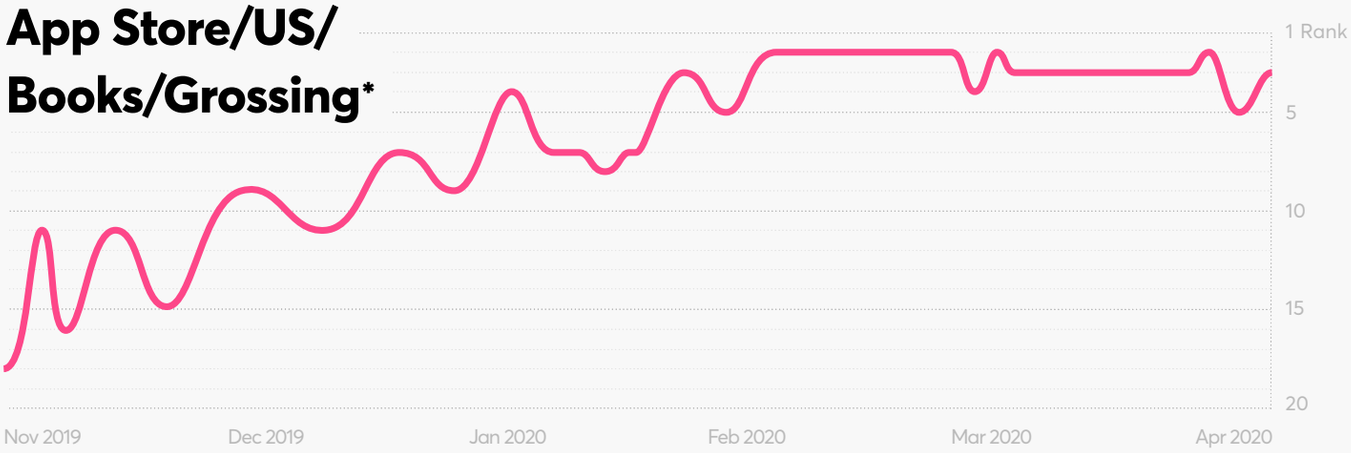
Number of creatives by month



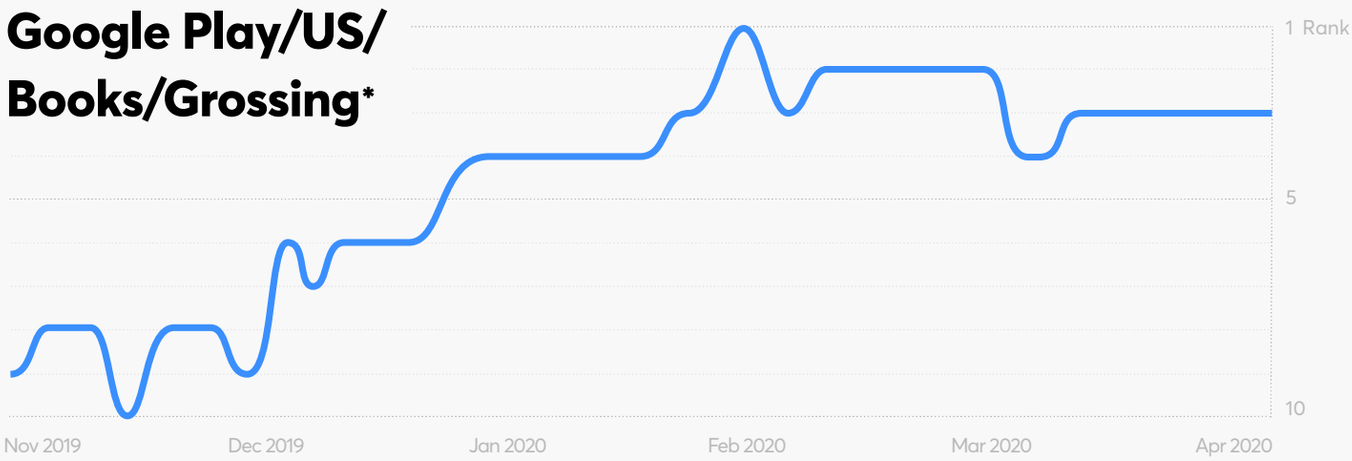
Demographics



App Store/US/ Books/Grossing*



Google Play/US/ Books/Grossing*



*Source: App Annie

Results

#1 app

Google Play/US/Books*

#53 app

Google Play/US/Overall/Grossing**

400,000

Installs***

325,000

Non-unique Purchases***

*in February 2020 **in May 2020 ***within 6 month on traffic acquired by AQ

Contact us!

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