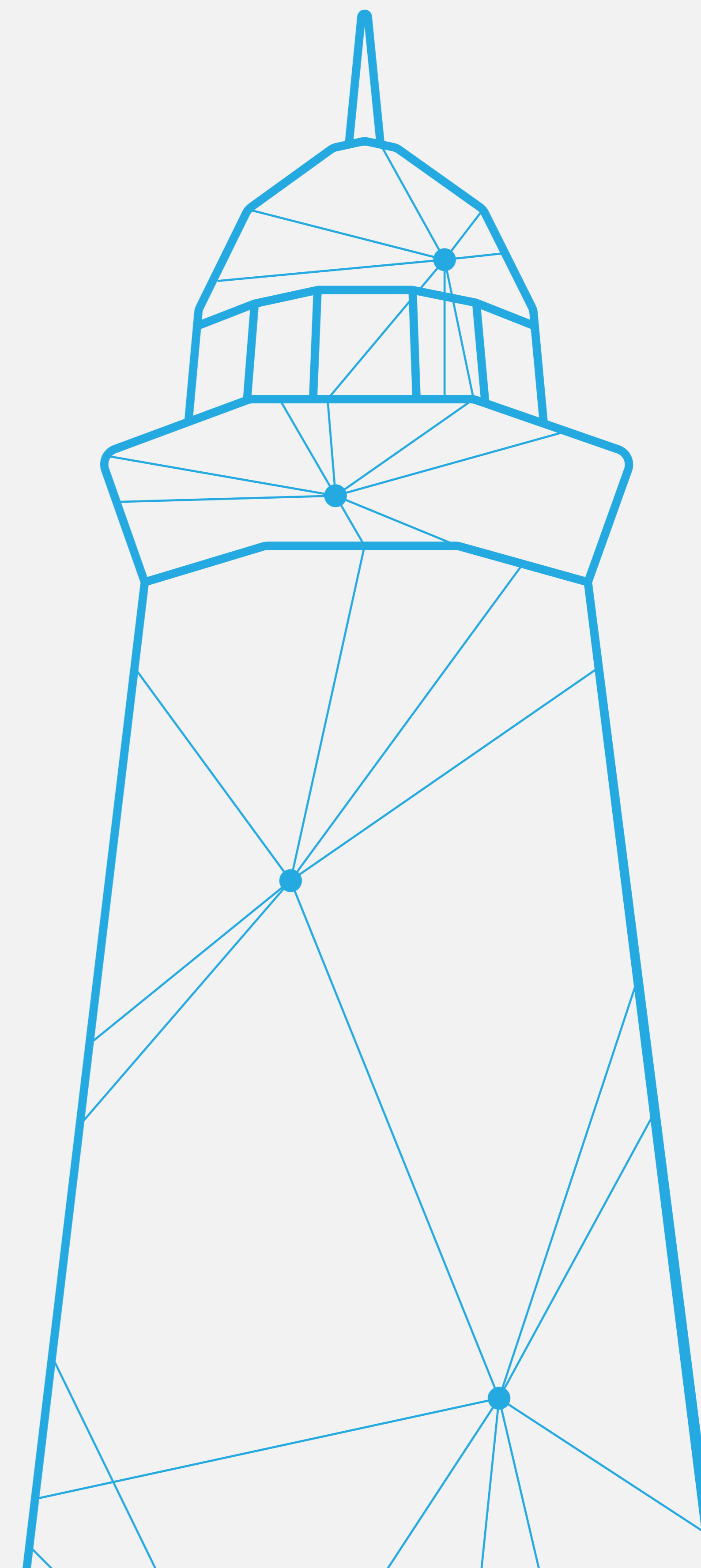


Snapchat Ads Success Cases

- UA managers at AdQuantum regularly use Snapchat Ads
- This source has become a reliable traffic provider for us, ranking 3rd among the rest
- Additionally, Snapchat can show ads to an audience which is 30% unique and not present through Facebook
- Snapchat has a high popularity in MEA countries, where the solvency of the audience is high
- We made these success cases to share our experience with you





Dragon Champions

Purchase optimisation

Dragon Champions is a free-to-play turn-based fantasy mobile RPG. AdQuantum started driving traffic for Dragon Champions in a profit share model in October 2019. We tried to compare the purchase optimisation vs Install optimisation via Snapchat Ads and got great results!

Goals

- 1 Increase the amount of quality traffic**
- 2 Increase Revenue**

Purchase optimisation vs Install optimisation

CPI

+157%

ROAS

+56%

LTV

+303%



Multi GEO Effect

Idle Light City is a casual idle game where you build and upgrade houses while small light bulbs make the city shine with bright colours. AdQuantum tried to use the approach of several GEOs instead of a single country. This type of targeting has allowed us to increase performance significantly.

AdQuantum chose this approach, because in cases of purchasing users in several countries at the same time, the machine learning algorithm receives more data for training. In the future, such data will provide a better campaign result.

Goals

- 1 Define most effective approach for geotargeting**
- 2 Increase Revenue**

Multi GEO vs Separate country

CPI
+4%

ROAS
+20%

LTV
+25%



Adaptive creatives vs broad creatives

Fitingo — a personal trainer, weight-loss app with 6-8 minute home workouts.

Fitingo was developed based on the results of over 20,000 people who followed the 8-week fitness plan in 2014-2019 and submitted their weight and measurements on a weekly basis.

Adaptive creative takes into account the specifics of the social network. Creatives must have: sound, CTA with swipe up and Save Zones. Using adaptive creatives, we've got Snapchat's best advertising campaigns for Fitingo.

Goals

- 1 Maximize creatives' LTV**
- 2 Increase ROAS**

Adaptive creatives vs broad creative

CPI
- 11%

ROAS
+ 5%