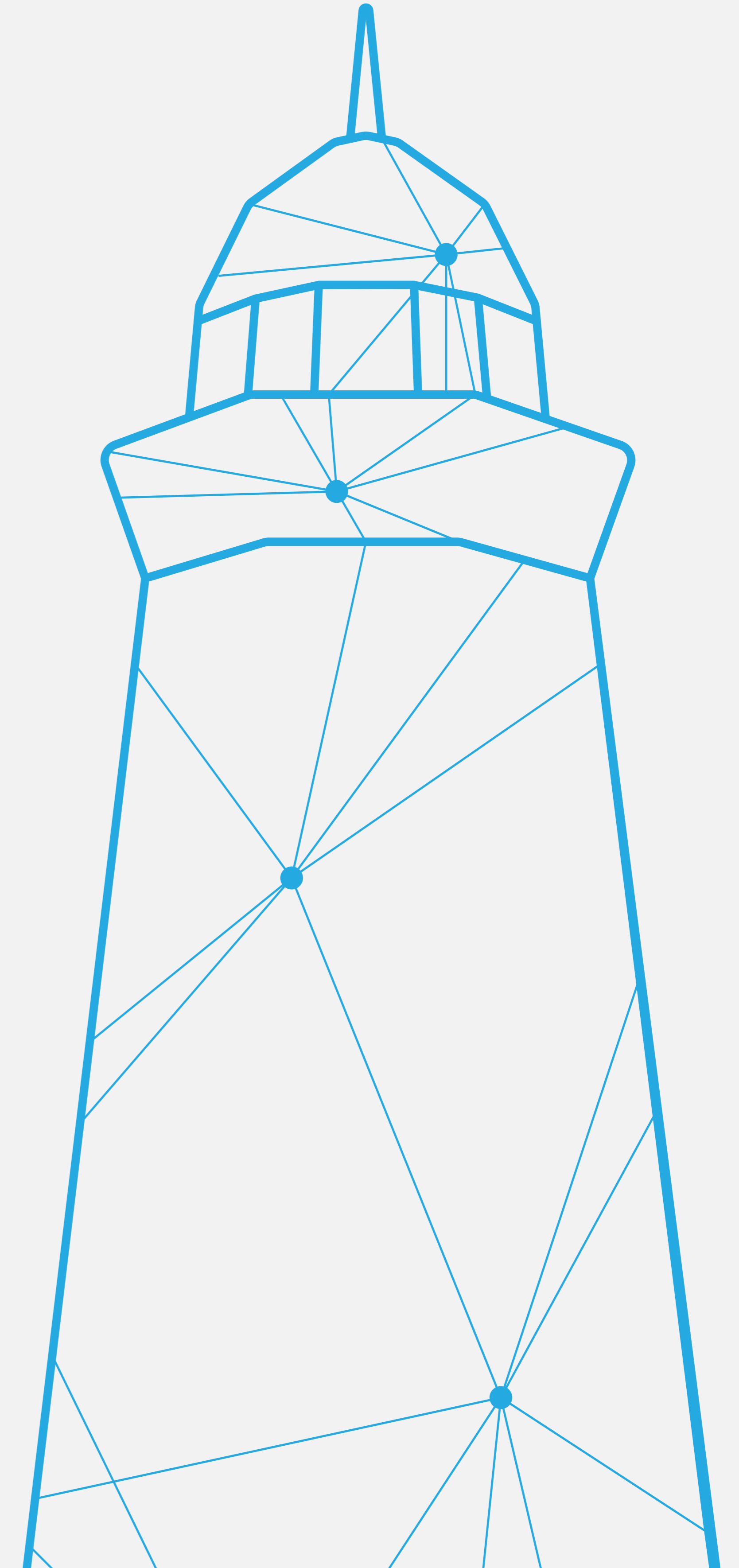


Unity Ads

Success Cases

- UA managers at AdQuantum regularly use Unity Ads
- This source has become a reliable traffic provider for us, ranking 2nd-3rd among the rest
- We made these success cases to share our experience with you





Dragon Champions

ROAS optimisation

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

Goals

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

ROAS optimisation vs Install optimisation

CPI	Payers	LTV
+124.66%	+151.61%	+70.58%



Idle Evil Clicker

Retention optimisation

Idle Evil Clicker — is a typical clicker game. The player builds torture machines, hires demons, and collects souls.

AdQuantum has chosen a comparison strategy. This time we tried to investigate, what type of optimisation will perform better.

Ad Monetization Type:

80% rewarded video

20% in-app purchases

Goals

- 1 Increase the amount of quality traffic**
- 2 Increase the retention rate**

Retention optimisation vs Install optimisation

CPI

+125%

R7

+87.45%

LTV

+180%



Lumber Inc, Android

Mixed optimisation

December 2021 - May 2022

Average CTR

3.6%

Average IPM

11.89

Installs in 6 months

1,000,000

Types of optimisation

Total ROAS (iap+ad)	69%
iap ROAS	20%
Adroas	11%

Types of creatives

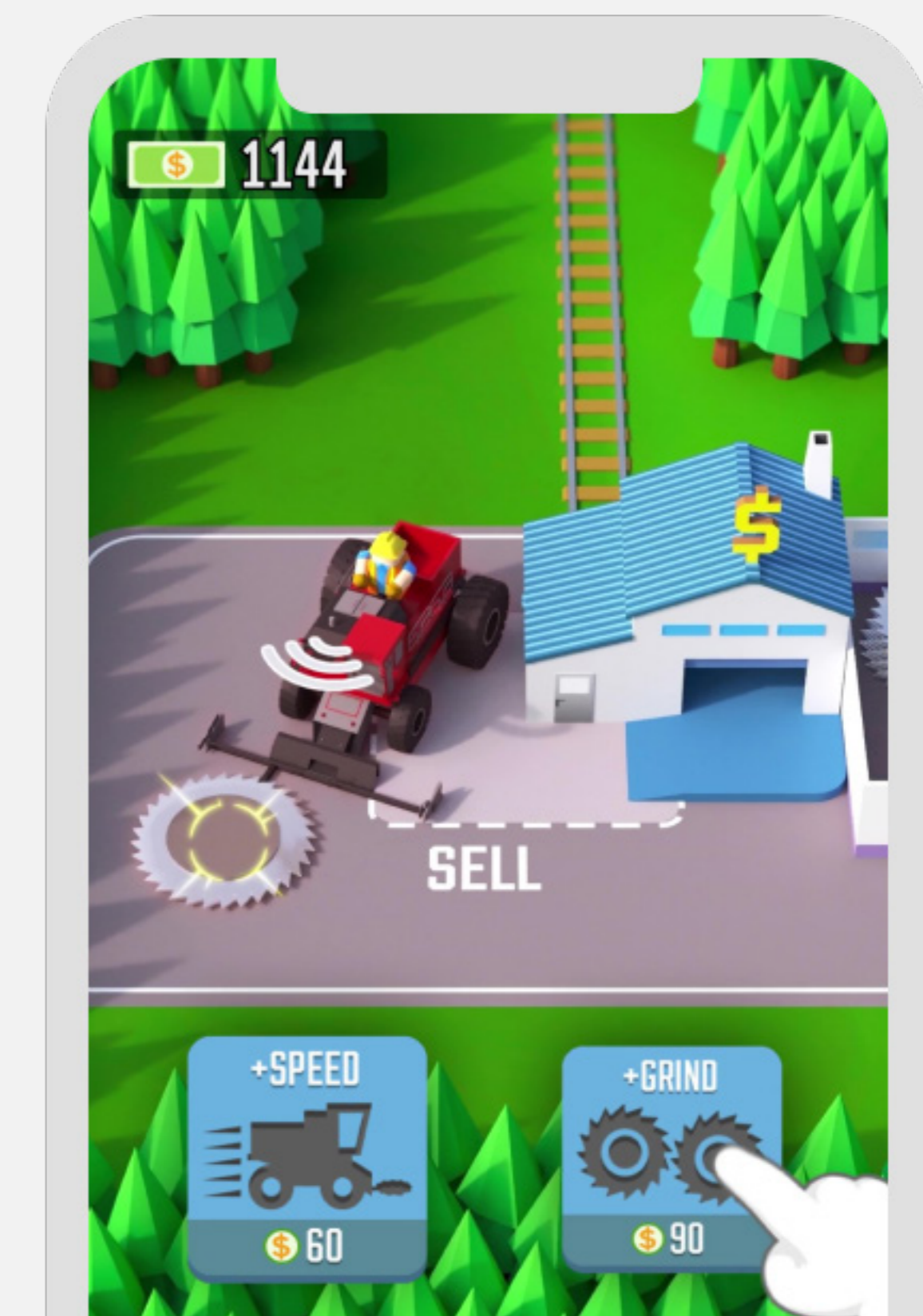
Video+playable endcard	79%
Video+gif endcard (800x800)	21%

Top GEOs by spend

Country	Spend
USA	46.27%
Germany	9.36%
Great Britain	7.85%
Korea	5.52%
France	4.38%
Other	26.6%

Goals

- 1 Test different types of optimisations and determine
- 2 Multiply increase the volume of purchases without reducing payback rates





Playable Ads 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 has chosen the strategy of interactive engaging ads. We generate dozens of ideas and realize them into playable ads. Unity Ads became our test-platform for that and we are completely happy about the results.

Goals

- 1 Define most effective creative type for the product
- 2 Increase creatives' success rate
- 3 Maximize creatives' LTV

	CTR	CR	IPM	LTV
Playable ads vs Video	-23.28%	+62.79%	+24.56%	+30.98%

**AdQuantum has huge capacity for in-house [playable ads](#) production.
We are ready to produce these awesome creatives especially for your product!
[Playable Ads](#) costs are included in commission.**