

# CASE STUDY



## BACKGROUND

Social Point is a leading, global mobile-games developer. Among many others, their titles include Dragon City and Monster Legend. In 2015, Social Point were seeking a partner with whom to launch into an already highly competitive and over saturated gaming market their latest title - World Chef.

## CHALLENGE

Exposing to the right audience a newly developed game in multiple GEOs that competes with similar titles while ensuring long-term user engagement and higher ARPUs to drive higher rankings on the Google Play and iTunes App Stores.

## SOLUTION

Using our vast experience with similar applications and our internal data, we pulled a number of user profiles that fit Social Point's needs. We then targeted massive amounts of relevant direct media in the given GEOs to increase reach and capture users with high probability of engagement. We continuously optimised the campaign based on new data we captured and input from Social Point to ensure quality and delivery of new users. The entire acquisition process was conducted by engaging in programmatic buying.

## RESULTS



We ran the launch campaign between Jan. 12 and Feb. 27, 2016. From day one, ResultsMedia propelled the World Chef application to the top of the global mobile-games' rankings. While day one already made significant headway, rankings continue to substantially improve during this launch period:

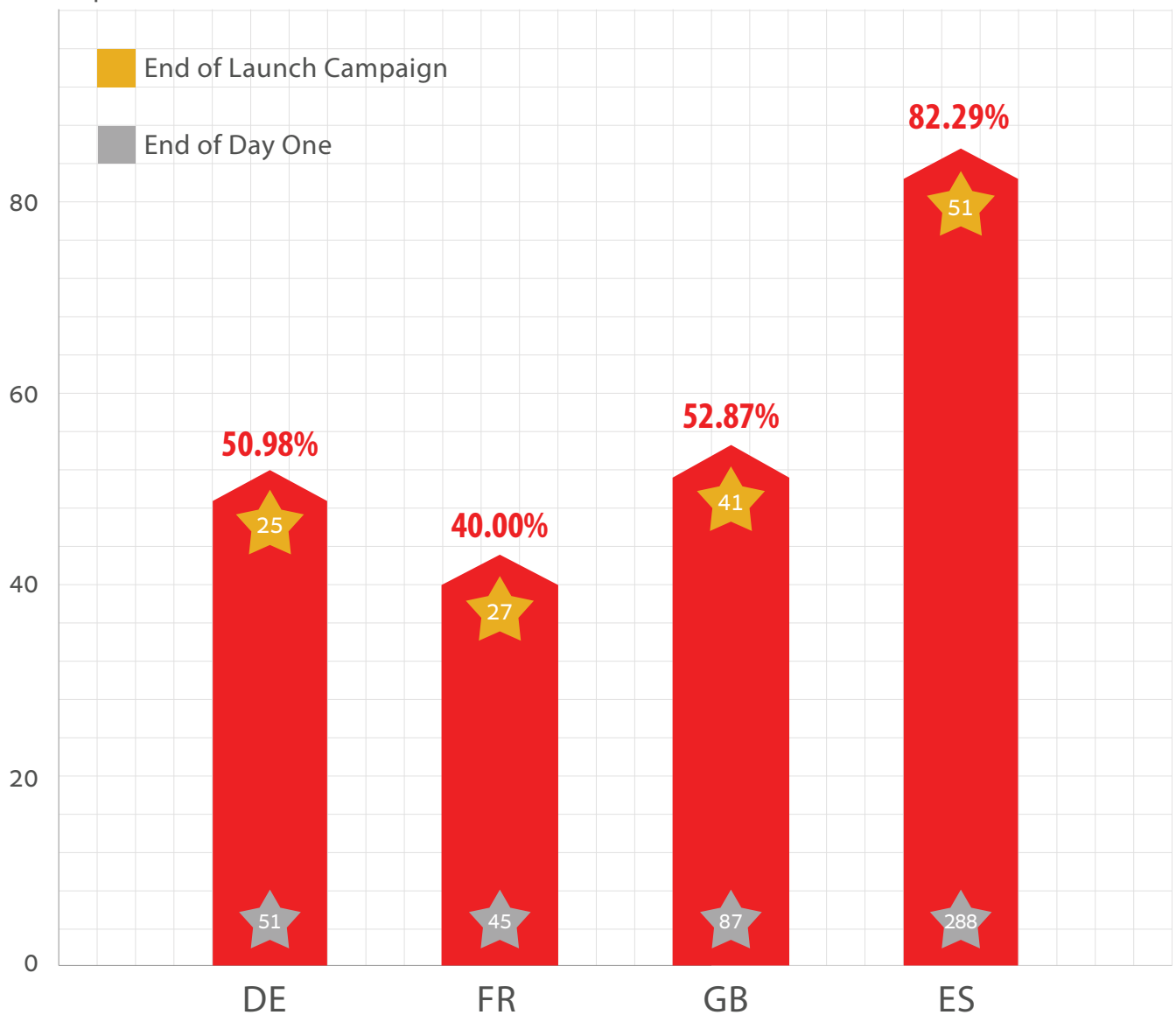


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## IMPROVED RANKING-OVERALL CATEGORY\* 12.01.16 - 27.02.16

100% Improved



\*Data Source: App Annie Ltd.