

Top Gaming Publisher Sees 14M New Users and Counting From Sustained Partnership with AdAction

5 TITLES,
3 VERTICAL,
57 COUNTRIES

CROSS
PLATFORM
GROWTH

5+ YEAR
PARTNERSHIP

Finding success in mobile gaming is an ever-increasing challenge. On top of developing entertaining and engaging content, developers must also navigate the complexities of increased competition, surging costs to acquire users, reduced capacity to target and capture users, and diminishing returns from traditional growth channels.

COMPANY BACKGROUND:

This [top ten game publisher*](#) and studio approached AdAction shortly after the launch of its flagship Strategy title, seeking ways to diversify their growth strategy and capitalize on the global popularity of the title as well as their other rapidly-growing Puzzle, RPG, and Card titles.

Active on a global scale and localized in 50+ languages, with strong deep-funnel monetization mechanics based exclusively on IAP, the studio's growth team was highly motivated to obtain relevant, highly-engaged users in each of their most profitable GEOs, with a [goal of maximizing ARPDAU, ARPPU, and increasing access to organic users](#).

PROBLEMS THEY FACED:

Prior to iOS 14.5, the studio was spending heavily across both iOS and Android (with a priority on iOS users) leveraging traditional social media channels to aggressively acquire users across their key demographics. Even before 14.5, due to their 7 figure+ monthly ad spend, they were encountering significantly diminished returns on spend across social channels and an oversaturation of supply from traditional ad networks.

The studio's leadership called for an ever-increasing supply of new users. The internal Growth team struggled with limited bandwidth for testing and optimizing new channels in their most profitable GEOs--let alone in all the new countries they were acquiring customers.

In the post-IDFA era, this studio saw increased UA costs across both traditional social and secondary ad networks as more and more studios shifted acquisition budgets away from iOS to Android. This and other macro post-IDFA effects led them to all but discontinue promotion to their once most coveted segment: **iOS users**.

A CUSTOMIZED ADACTION SOLUTION:

AdAction's **massive network of proprietary and exclusive adunits** was able to provide access to significant incremental supply and drive velocity to the publisher's growth goals. With over **8,000 proprietary placements** integrated across mobile apps and sites spanning **180+ GEOs**, the publisher was able to tap into a massive network of more than 850M MAU.

AdAction's **unique placements and Rewarded Engagement model** provided a sustainable, cost-efficient solution that was not reliant on deep-data profiling and targeting to deliver engaged, high-LTV users.

Leveraging a decade of experience in mobile app promotion, AdAction's team of dedicated experts helped coach the studio's growth team to test campaigns across the growth spectrum, incorporating a **mix of short, mid, and deep-funnel CPE events**, as well as launch strategic growth initiatives dedicated to maximizing organic user acquisition through **AdAction's App Store Discoverability strategy**.

AdAction's white glove service alleviated the studio's bandwidth concerns by performing all the heavy lifting around campaign setup and management -- and, through continuous collaboration, was able to optimize efficiently and effectively, allowing for sustained, scalable, ROAS+ campaigns across multiple titles and dozens of GEOs.

RESULTS:

For close to half a decade, AdAction provided and continues to provide **Qualume™ (quality users at volume)** to this top-tier, global gaming client-- consistently driving ROAS+ results, at scale, for several titles in dozens of GEOs.

AdAction's scale and global reach has consistently delivered several million new users per year, in over 50 countries, with max daily acquisition totals exceeding **50,000 users/day**. In addition to tens of thousands of new users monthly via CPE campaigns, the studio continues to leverage AdAction's App Store Discoverability strategy to achieve top ranks for their most profitable app store search terms, on an ongoing basis and across multiple titles-- helping improve their apps' K-factor and access to the highest ROAS user segment: Organics. With this, AdAction remains the company's most prodigious external source for acquisition of iOS users.

This sustainable and scalable blended approach, in conjunction with AdAction's white-glove, fully-managed service and consultative approach continue to be a staple part of the studio's aggressive global acquisition strategy.