



playrix

Playrix is a leading casual game developer, focusing on free-to-play games for smartphones and tablets. Their hit titles have consistently ranked among the Top 50 Grossing Apps for iOS and Android, earning them the distinction of number 2 game publisher in Europe.

OBJECTIVES

Seeking to boost user acquisition for their top three apps, Township, Fishdom, and Gardenscapes, Playrix partnered with Taptica to launch international cross-channel campaigns in careful alignment with their scale and quality benchmarks.

“We’re thrilled with our campaign results on both social and mobile. Taptica consistently generates striking, brand-safe ads, and the resulting user quality is way above expectations.”

- Artyom Ripakov, Business Development (UA) at Playrix

THE TAPTICA APPROACH

To meet the developer’s scale and quality goals, Taptica targeted relevant Android and iOS users with custom international install campaigns across a range of social and mobile channels. While each channel provided its own set of strengths, Pinterest proved to be a top-performer from the get-go.

The team cast a wide net in their initial strategy, targeting by general keywords like “gaming” and “puzzles,” in order to ramp up campaign scale quickly. Keeping user quality front of mind, they also assessed Pinterest Analytics to collect proven user interests and relevant pin categories. This offered a more holistic view of Playrix’s target audience, allowing Taptica to bulk up their quality keyword targeting and customize creative messaging for maximum relevance.

For example, Pinterest users who engaged with ads for Gardenscapes frequently interacted with pins about home décor, DIY projects, crafts, fashion, and travel as well. By strategically optimizing their targeting towards relevant creative and messaging for these users, Taptica was able to maximize ad performance and send new user quality soaring.

At the same time, Taptica’s mobile team was hard at work, optimizing campaigns to drive unsurpassed audience scale at impressive quality. Mobile channels consistently drove upwards of 1 million relevant new users each month, while still remaining ROI positive across the board.

RESULTS

Taptica’s cross-channel campaigns drove millions of unique installs at supremely high quality, quickly setting them apart as one of Playrix’s top 10 mobile partners.

Over **1 million**
monthly installs

Nearly **1/4** of Pinterest
installs result in paying users

Mobile tutorial completion
rates over **70%**

About **3/4** of installs
drive eLTV **>100%**

