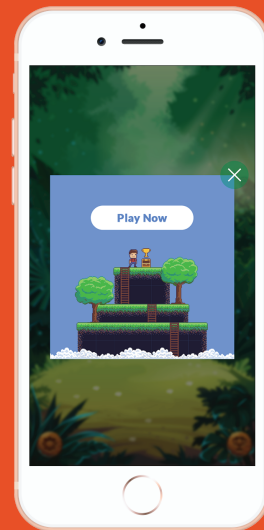




Gaming Developer Lifts Mobile Retention Across 23 Titles

A leading European developer and publisher of casual games joined forces with Taptica for new UA initiatives. Their hit apps consistently reach #1 on app stores worldwide, with over 100 million downloads from satisfied gamers around the world.



Objectives

The developer partnered with Taptica to launch mobile app install campaigns for some of their top gaming titles, seeking strong audience acquisition and downstream retention at the 10 and 100 games played intervals.

The Taptica Approach

With key audience segments in several Tier 1 geos around the world, Taptica ran extensive app install campaigns that harnessed the power of mobile video to engage and convert their top users globally.

The developer first approached Taptica with only one app, focusing on just one operating system in one core market. But, heartened by the team's ability to achieve quality installs at scale with this initial launch, they continued to open up new titles, new devices, and all new geos – ultimately running 23 of their top apps on Android and iOS across North America, Europe, Australia, and Japan.

Taptica impressed us from the get-go. We started out this collaboration cautiously but after seeing what their team was able to accomplish, we jumped in with both feet and haven't looked back. – UA and Monetization Manager

Results

Taptica's mobile campaigns continue to drive significant lift in international acquisition and overall audience quality, with millions of monthly installs across their 23 hit titles, as well as:



**Over 400%
increase in
monthly installs**



**Up to 60%
increase over
retention goals**



**CPI up to 75%
below the global
average**

