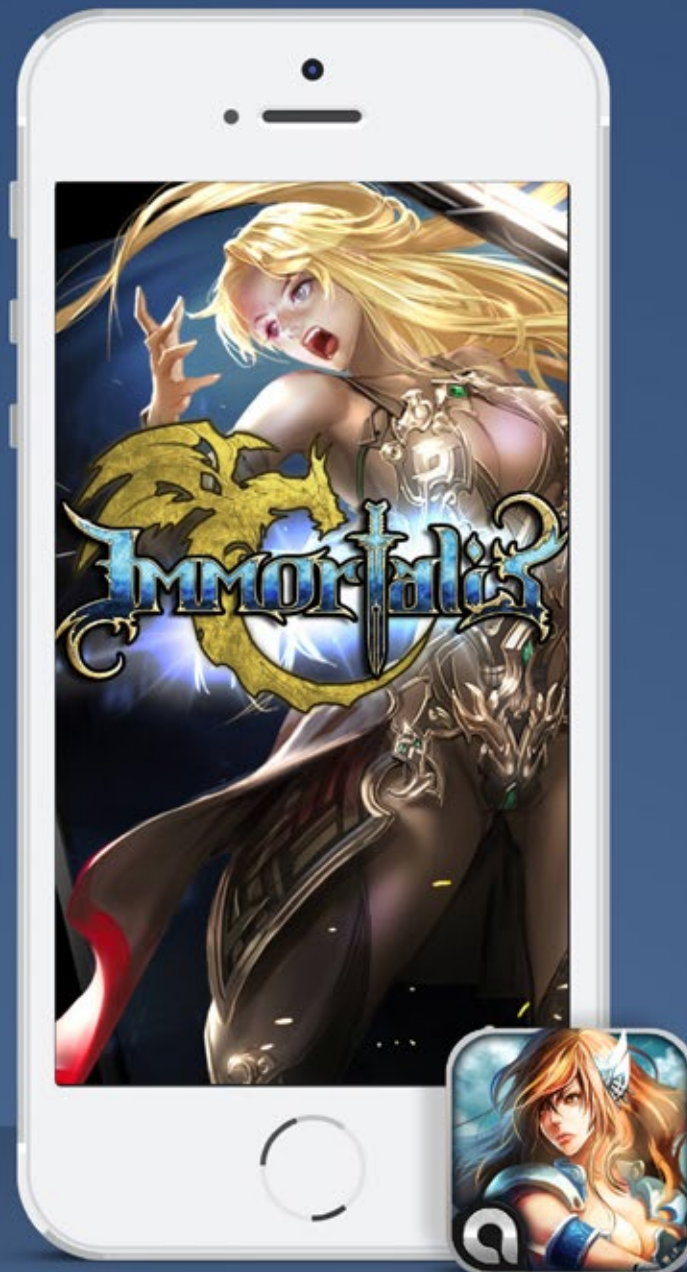


Case Study

Immortalis by Aeria Games

Maximizing ROI For Mobile User Acquisition Campaigns by
deploying AppLift's Lifetime Value Optimization Technology



Case Study:

Immortalis by Aeria Games

ROI-optimized mobile user acquisition via AppLift's Lifetime Value Optimization Technology

GOAL Maximize campaign ROI for multi-country user acquisition campaigns for Aeria Games' "Immortalis" - a core collectible card game.

Aeria Games has been a longstanding partner of AppLift: the two of them worked together to acquire mobile gamers when Aeria Games first extended its activity from online to mobile games through the release of "Monster Paradise" in July 2012. Consequently, the two significantly grew the partnership to launch the title "Immortalis" and have been running sustainable campaigns during all this time. Through the use of AppLift's lifetime value maximization approach, the pair was able to maximize ROI and achieve the efficient allocation of marketing spend across channels.



Dr. Pascal Zuta, CEO Europe at Aeria Games:

"We are very happy with the results obtained through AppLift's LTV optimization technology: with an ROI of 150% after recouping our initial investment, AppLift's marketing platform is one of our best user acquisition channels. We look forward to further growing our cooperation."

FAST FACTS

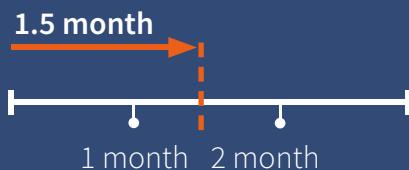
Main countries



ROI achieved
(after recouped initial investment)

150%

Average break-even period achieved



STRATEGY Optimize budget allocation and campaign ROI through a data-driven focus on post-install events.

STEP 1 Definition of in-game KPIs for quality assessment

As customer lifetime value is measured over the whole lifetime of users, this metric is difficult to use as such to quickly and efficiently optimize user acquisition campaigns. This is why it's important to focus on defining and collecting relevant in-game events, also called "proxies", which will then serve as key performance indicators (KPIs) to assess the quality of the users acquired. For Immortalis, we focused on collecting the following KPIs:

Engagement events

- Tutorial completion
- Character creation

Monetization events

- Paying user ratio (percentage of players who spent money on in-app purchases)
- Amount spent on in-app purchases

It is also paramount to collect these proxies with a great level of granularity in order to be in a position to later optimize and fine-tune the campaign with maximum accuracy. For this reason, our platform tracked those across a matrix of four different qualitative dimensions:

1. Traffic channel

2. Partner sub-ID
(within a specific channel)

3. Platform
(iOS, Android)

4. Country

STEP 2 Performance analysis

Over time performance data of every single traffic source was stored in our database and dynamically ranked in real-time by their traffic quality according to our built-in quality index, a function of a set of variables derived from the four-dimensional matrix defined in Step 1.

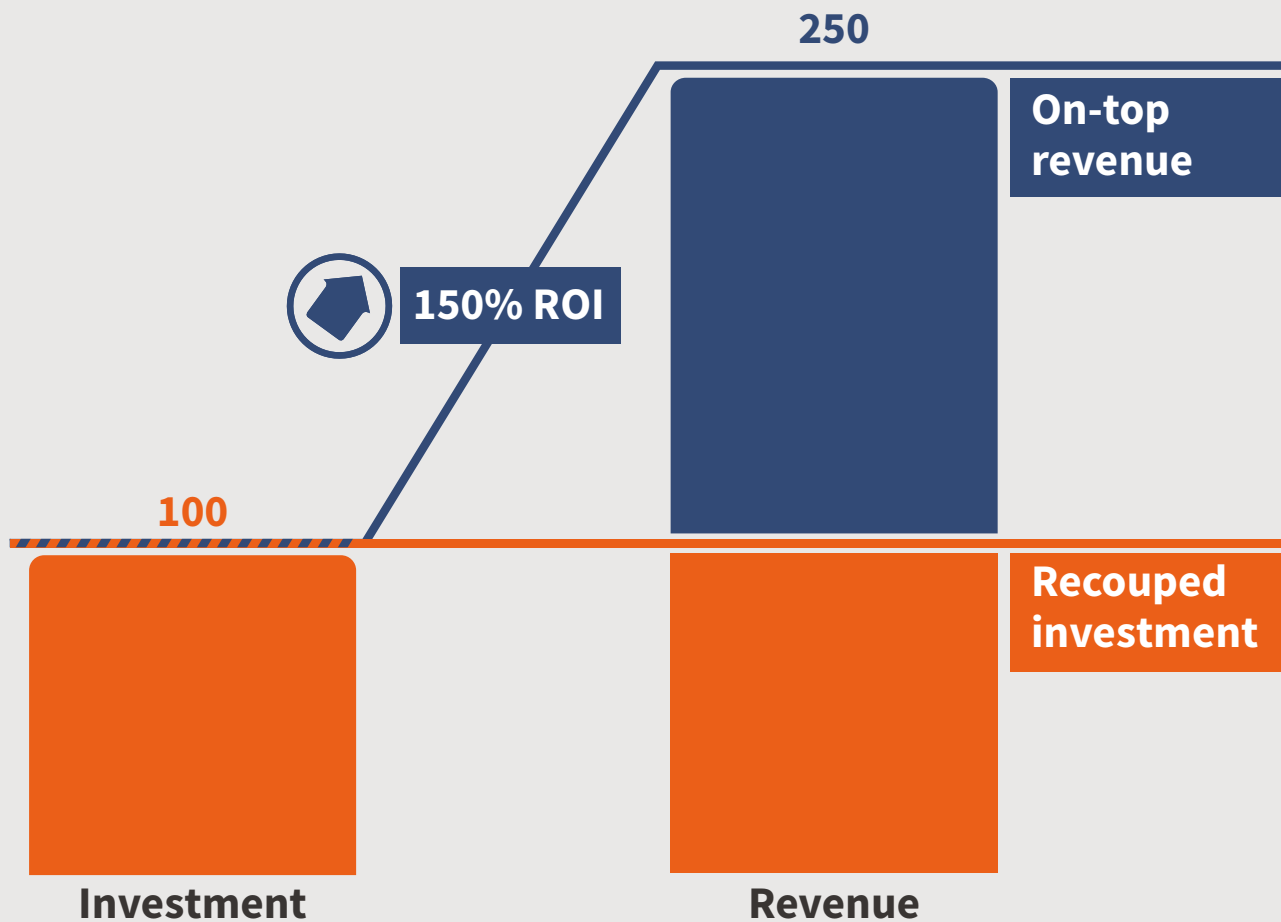
STEP 3

Campaign optimization

Based on the analyses, we adjusted CPI levels according to the quality-index observed. This in turn allowed for a traffic-quality efficient matching of inventory and advertizing and enabled us to secure the continued placement in the advertising inventory of traffic sources delivering top user quality. All in all, this approach yielded the optimization of campaign ROI.

➔ RESULT **150% ROI and 1.5 months average break-even time**

- Return On Investment since the beginning of the campaign: **150% after recouping the initial investment**
- Average campaign breakeven time (i.e. time to recoup the CPI spent): **1.5 months**
- Break even time for the best performing partners: **less than a week**



AppLift’s lifetime value optimization approach

AppLift’s Customer Lifetime Value (LTV) Tracking and Optimization Technology enables mobile game advertisers to maximize the return on investment (ROI) on their user acquisition campaigns by optimally allocating the marketing budget to the various traffic channels available on our platform.

To achieve this, AppLift’s mobile games marketing platform tracks and optimizes towards specific post-install events within the game along 3 broader categories:

Engagement and retention events

Examples:

- tutorial completion
- day 3 retention
- day 7 retention



Virality events

Examples:

- number of Facebook shares
- number of SMS shares



Monetization events

Examples:

- first in-app purchase (IAP)
- IAP amount after 1 week



AppLift’s LTV optimization technology is not only able to determine the best-performing traffic sources but can also analyze which ad formats (video, banner, interstitial, native ads etc) and which specific creatives bring users with the highest LTV.

AppLift’s mobile games marketing platform is integrated with all the major third-party tracking solutions, so **no additional technical integration is needed** to benefit from our LTV optimization technology!



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