# BRAWL OF AGES

iQU

**CLIENT**

## Brief

The client approached iQU to activate a performance marketing (CPA) campaign for their Steam game – Brawl of Ages. The campaign was feasible only through the Steam tracking tool setup that is provided by iQU's exclusive partner "Innervate". Their main goal was to effectively track their campaign attribution, in order to scale up the quality and the volume of the players in the game by optimizing the traffic sources.

**Publisher**
S2 Games

**Developer**
BNA Studios, LLN

**Relationship Since**
April 2017

### Reasons to use iQU

- The support offered by Steam Track
- Experience with optimizing for active players
- Support with the Player Acquisition Funnel
- Ability to acquire high volume of players
- Worldwide reach

### Working relationship

- Daily emails/Skype, weekly calls
- Weekly optimizations
- Reporting by sub-sub id

### Integration

- Game language: Unity 5
- Implementation: simple SDK
- Resources used: 1 person/1 hour to integrate, test, and deploy
- Conversion attribution setup: retention reports on a per campaign

### Targets

- CPA:  2.5$
- GEOs: US/CA/UK/DE/DK/FI/NO/SE
- Goal: Gain player retention and game quality feedback

**Game genre**
Strategy RPG

**Funnel**
Single Opt-in

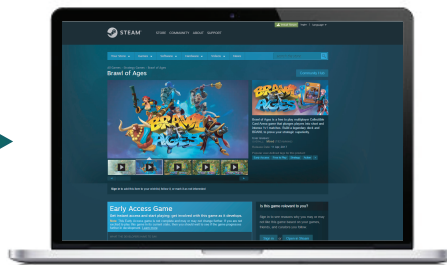**Category**
Download game

**CAMPAIGN**

Player clicks a banner

Player converts on Steam

Player/Source identified

Campaign Banner

Steam Landing Page

Game Play

**RESULTS**

> iQU's SteamTrack tool is the first solution we've seen that computes real time optimization of the campaigns, giving us overview of the attribution and more qualified traffic. We recommend it to anyone with similar actives.

Marc DeForest - CEO of S2 Games, LLC

## Results

**Conversion rate**
2.59%

**Players acquired**
100k

**Retention rate (1st day)**
48%

## Optimization results

The traffic attributed to the campaign was efficiently optimized on a real-time basis. A clear overview of the sources that were driving downloads was provided, specifically the sources that were driving quality downloads. This resulted in better retention and improved feedback on the game.

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