



Brief

iQU helped the gaming company to acquire new active players during soft launch and go global for the launch of the game.



Client

- Eight Pixels Square

Relationship

- Since 2015

Other projects

- ASO
- A/B Testing
- Game Design Review

Reasons to use iQU

- Personal dedicated Marketing Consultant
- Expertise in mobile marketing and gaming
- Reactivity, dedication & transparency
- In-house graphic design team

Targets

- Drive installs with compelling creatives
- Identify KPIs during soft launch
- Support user acquisition growth to reach top rankings

Working relationship

- Worked together with the client on the Go-to market strategy
- Provided key insights regarding Retention and Monetization
- Support through all product lifecycle

Highlights

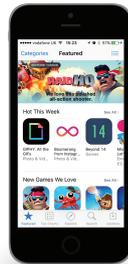
- Featured by Apple, best action game
- CVR increased by 50 %
- Great coverage
- Creative A/B testing and new ad formats boosted conversions

CLIENT

CREATIVES



Top Grossing Ranks



Apple Store - Featured



Creatives



Icon Optimization

RESULTS

“

iQU Mobile (Mobilize) managed all of our Soft-Launch activities. They are performance driven and an absolute pleasure to work with.

”



Hugh Binns - CEO of Eight Pixels Square

About iQU

iQU Group delivers value added games marketing services and technology that empower developers to execute effective player Acquisition, Retention and Monetization (ARM).

Results

📍 Test Countries



+14 more

💰 Average CPI

1,05 GBP

👤 Mobile Installs

94.000