CLIENT

CREATIVES

RESULTS

Brief

Liquid Advertising required players to their game and engaged iQU to manage their Performance Marketing aspect of User Acquisition (UA).

LIQUID
ADVERTISING

Client

- Liquid Advertising

Relationship

- Since 2011

Reasons to use iQU

- Network of over 15,000 UA Publishers
- Previous Relationship
- Ability to send playing players
- Experience of sending high volumes

Working relationship
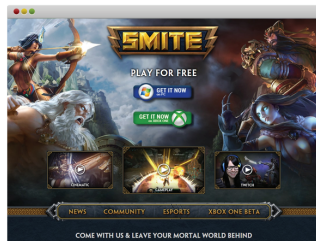
- Exclusively online (via 9 hour time difference)
- Daily optimizations were managed by iQU
- Weekly reporting to client

Targets

- Multiple countries
- Manage budgets per country
- Manage poor performing websites
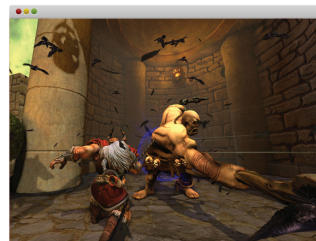
Highlights

- Targeting to US/EU players
- Continually testing new traffic sources
- Delivered within 5% of budget every month

Banner

Landing Page

Creatives

Developer

About iQU

iQU is a marketing technology platform that forms perfect connections between players, publishers and advertisers to create a robust marketplace for online games.

Results

Countries

Players Sent
> 3,000
per month

Target
> 20%
Conversion Rate