



Brief

iQU were tasked with managing all 3rd Party Performance Networks who promoted offers on CPA, outsourcing this element of User Acquisition allowed EA to focus on Media Buying and increase ARPU.



Client

- Electronic Arts

Relationship

- Since 2009

Other projects

- Dawngate
- Fifa 15
- Command & Conquer: TA

Reasons to use iQU

- Understanding of Industry/Metrics/KPI's
- Relationships with Performance Networks World Wide
- Optimization reporting and efficiency
- Account Management and reporting speed

Targets

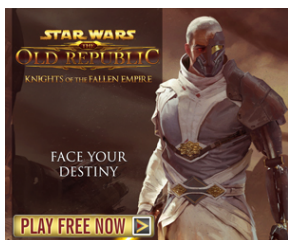
- To not exceed budget
- Exceed Play Rate target per Performance Network
- Exceed 30 day ARPU overall

Working relationship

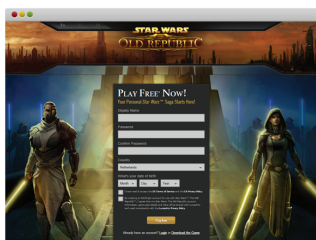
- Creative suggestions by iQU
- Daily optimizations were managed by iQU
- Weekly reporting to EA

Highlights

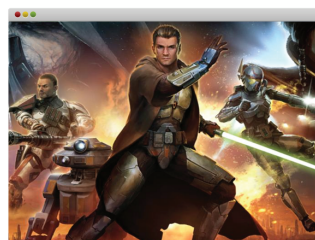
- Targeting to US/EU high yield players
- Exceed monthly recoup targets 90% of the time over the last 3 years
- Delivered within 5% of budget every month



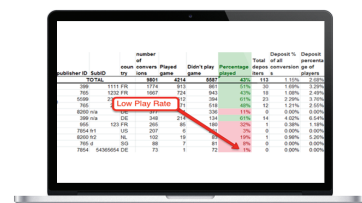
Banner



Landing Page



Creatives



Optimization Report



“ iQU takes away all of the hassle of dealing with CPA Networks, if any reach out to me I pass them on to iQU knowing they will be tested and optimized in real time. ”

Filip Waenerlund - EA

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



+30 more

💰 Networks Managed

> 60

👤 Reach

50 countries tested in