



Brief



My.com are focused on players who actually play. iQU were tasked with sending players who completed opening the game client.

Client

- My.com

Relationship

- Since 2014

Other projects

- Armored Warfare
- Evolution

Reasons to use iQU

- Experience with optimizing for active players
- Support with Player Acquisition Funnel
- Ability to send high volume of players
- World Wide reach

Targets

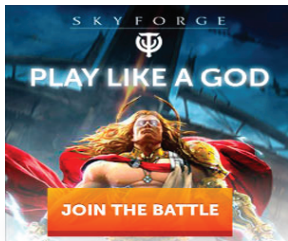
- Hit targets from day 1
- Ensure percentage of players go on to spend
- Manage poor performing partners

Working relationship

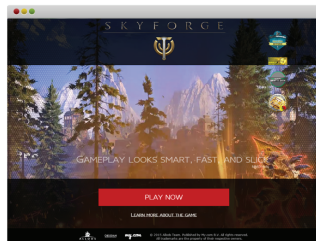
- Daily emails/Skype, weekly calls and quarterly visits
- Daily optimizations were managed by iQU
- Reporting by sub-sub id

Highlights

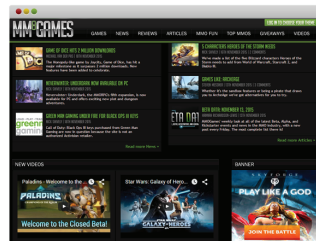
- Best performing partner
- Combined high volumes and hitting ROI target
- Tested new markets releasing network wide



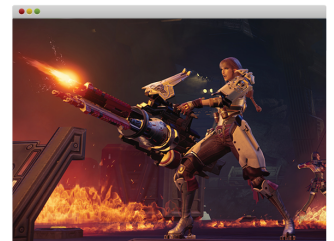
Banner



Landing Page



Display



Creatives



“ iQU makes our life easy, they hit our targets and the Account Manager goes above and beyond expectations. ”



AM - My.com

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



Conversion Rate

> 10%
over average

Optimization

Daily