



## Brief

iQU managed performance networks for Wargaming. Managing all new, existing and potential partners.



### Client

- Wargaming

### Relationship

- Since 2009

### Other projects

- UA for All Web Games
- UA for All Mobile Games
- Beta Launches

### Reasons to use iQU

- Industry experience
- Knowledge of networks
- Existing relationship

### Targets

- Increase players
- Lower fraud
- Increase playrate

### Working relationship

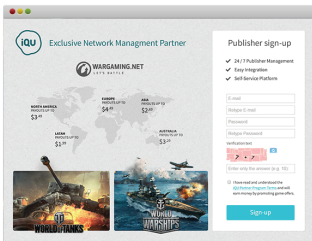
- iQU optimize based on KPI's
- Worked together to define tone and messaging
- Daily email and skype where needed

### Highlights

- 100+ networks managed
- Exceeding UA KPI's daily by sending depositing players.

CLIENT

CREATIVES



Registration Page for Networks



Registration Page for Players



World of Tanks



World of Warships

RESULTS



“ I strongly recommend anyone work with iQU, they are such a professional and reliable partner for Wargaming. ”

Anthony Babichev - Wargaming

### 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

📍 Countries	💰 Increased Play Rate	👤 Networks Managed
	10%	100+