

Case Study

HOW MATOMY ACQUIRED 363,000 ANDROID USERS IN 14 DAYS VIA FACEBOOK

PLAYDOG SOFT

PlayDog Soft is a casual game developer from South Korea. The company developed the popular match-3 puzzle game, Monster Busters, that was released on Facebook canvas in 2013 and on mobile the following year. In February 2015, following Monster Busters' popularity, PlayDog released a new game in the Monster Busters franchise – Monster Buster: Hexa Blast.

OBJECTIVE

Launch a Facebook "Burst Campaign" for Monster Busters: Hexa Blast on Google Play, and acquire 350,000 new Android users during a 3-week period.

Burst Campaign is a concentrated acquisition effort meant to drive new apps to the top of the app store charts and allow the developer to benefit from free, organic downloads and media coverage.

STRATEGY

Utilize a Burst Campaign to Reach the Objective.

Matomy launched the campaign across 50 countries that were divided into 4 different tiers, each with its own CPI target and localized creative.

Targeting

PlayDog and Matomy worked together to target 4 main audience groups:

1. Lookalike audiences that resembled current and former Monster Busters active users.
2. Interest groups that proved successful in the previous Monster Busters campaign and in similar casual game campaigns.
3. New Android devices. This targeting parameter was chosen to ensure speed and adequate playing experience.
4. Users that were accessing Facebook via a Wi-Fi connection to ensure a short installation period.

Launch. Optimize. Scale.

The campaign was divided into 3 stages.

1. **Launch: Days 0-2**
During the launch period, the Matomy team aimed to invest 50% of the budget with high CPI goals to acquire a large group of users.
2. **Optimization: Days 3-8**
After the initial users began downloading and engaging with the game, the focus was shifted to analyzing and optimizing the CPI across the different countries.
3. **Scale: Days 9-21**
The Matomy team then aimed to scale the campaign to new audiences with the updated and optimized CPI.

CREATIVE

Matomy had the creative freedom to design all the ads for the campaign. Matomy's in-house creative studio designed a number of images that resembled creative concepts that were successful in past campaigns and that drove high CTR.

RESULTS

Matomy delivered 363,577 new Android users within a period of 14 days - 6 days prior to the campaign's scheduled ending.

Prior to the Android burst campaign Matomy launched a similar effort for the Facebook canvas game in April. During the burst campaigns, Matomy drove a combined number of 1,013,832 users to Monster Buster: Hexa Blast on all platforms.

“When we launched "Monster Busters: Hexa Blast", Matomy fulfilled a crucial role in bringing this new title to a broader user base in a short period of time. Thanks to Matomy's burst campaigns, our new title was launched on a good note and this good start is contributing to the growth of Hexa Blast in the later stages of its life. Matomy's campaign plans were robust and well thought out, and the execution went smooth as planned. We recommend Matomy for smart user acquisitions for mobile games.”

Sangwoo Lim, Head of Research

