



# EXCEEDING 2<sup>ND</sup> DAY RETENTION KPI BY 250%

## INCENT CPI CAMPAIGN ACROSS MULTIPLE COUNTRIES



### CHARACTERISTICS

Castle Clash is a Strategy game.

### OBJECTIVE

Maximize acquisition of high quality users with a primary KPI of 10% 2nd day retention.



### THE SOLUTION

- 1 Woobi ran an incent Android CPI campaign across multiple territories.
- 2 Implementing advanced targeting capabilities combined with real-time tracking and hands-on optimization.



### KEY BENEFITS INTEGRATING THE WOObI PLATFORM

- 1 KPI Driven optimization.
- 2 A wide range of solutions to build a tailored UA campaign (CPI / CPE).
- 3 Global reach.
- 4 Maximizing ROI and conversion rates.
- 5 Advanced targeting capabilities generating higher engagement rates and increased user retention.
- 6 Real time tracking and optimization.

# RESULTS

Avg. **20%** Conversion for 2nd Day Retention across all territories, peaking at **25%**

Exceeding KPI's by **250%**

- Real-time tracking, reporting and campaign performance data.
- Complete transparency throughout the campaign duration, enabling hands-on optimization.
- Enjoy the best of both worlds: a dedicated account manager alongside the complete control using a self-managed platform.



### ADVERTISER TESTIMONIALS

“Woobi (formerly TokenAds) in a must-have provider. We are very pleased with Woobi's performance and we know our users are happy too.”

**Linus J. Mendes**  
SCP of Finance, Bigpoint

“Woobi (formerly TokenAds) made sure to understand our product and users, enabling perfectly tailored offers and immediate revenue.”

**Branko Milutinovic**  
CEO Nordeus

“Woobi's channel was a perfect fit to amplify the awareness we needed in a short time frame. The campaign was an outstanding success and direct engagements generated from the distribution was jaw dropping!”

**Ben Hyde**  
Live Creative

“Woobi (formerly TokenAds) made our life much easier with their great account managers - we found their service to be at the highest level”

**Nir Rosner**  
Perion

### WE DO IN-GAME ADVERTISING

We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



MONETIZING GAMES SINCE 2009



OPERATES IN 130 COUNTRIES

### IN-GAME ADVERTISING FUELED BY DMA

1. DMA (Dynamic Mindset Advertising) is an algorithm based technology which is integrated directly into games.
2. DMA studies playing patterns and learns when and how to engage with a user.
3. It's about targeting precisely the right audience, at precisely the right moment, in precisely the right manner.
4. It's about creating the perfect user and brand experience.



GAMES  
VIDEO  
MEDIA