



Risk-free solution for mobile app developers to grow their business

Adsup helps mobile app developers to increase their **revenue** by acquiring **high-value paying users** through performance advertising



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Case Studies | Games

Here are the cases, which our partners allowed us to share.
Most of the data is classified due to confidentiality

Case Studies

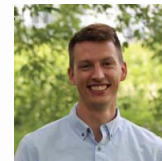
DRAGON SOUL | AN RPG MOBILE GAME ANDROID AND IOS

RESULTS

For 3 years of cooperation with PerBlue, Adsup team acquired more than 1M of users directly by paid acquisition and 3M users by organic boost. More than \$2M of revenue, and only produced by users, acquired by paid acquisition. Recently after we've stopped our cooperation PerBlue sold Dragon Soul to GREE for \$35M.

«Very responsive, receptive to feedback and constantly pushing for quality traffic...»

Andy Jennings
PerBlue
2018



Installs

> 1 000 000



Revenue

> 2 000 000 \$



TOP Google Play

7th place



TOP App Store

5th place

Sources:   

GOALS

- Dynamic Russian market penetration
- Acquisition of paying users
- Increase brand awareness

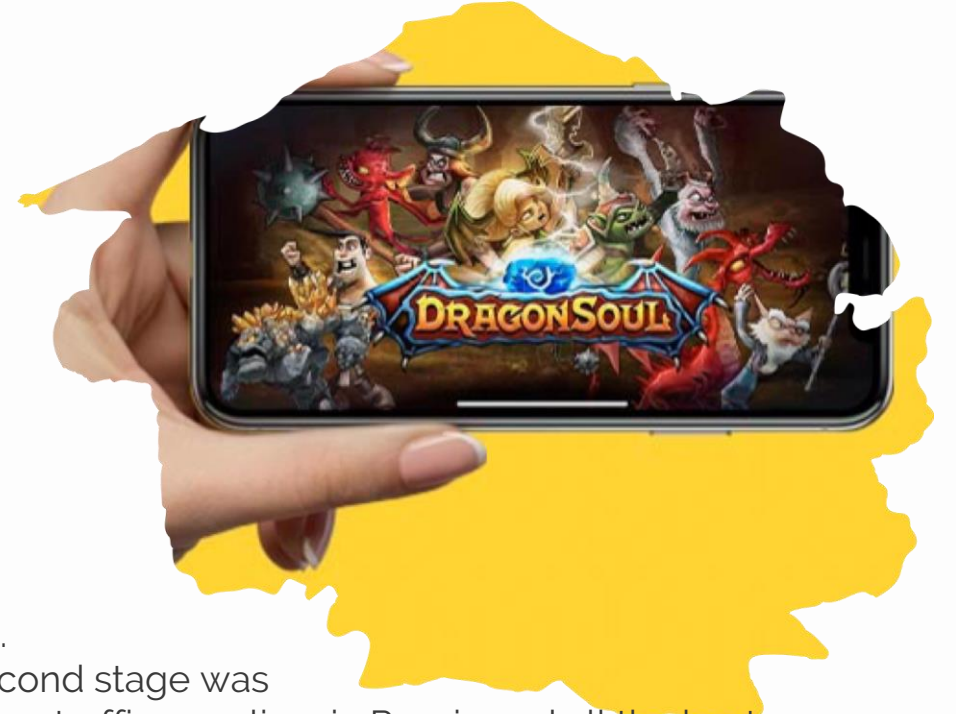
OUR SOLUTION

Our subsidiary of Rebound Mobile exclusively represented Dragon Soul in Russia. At the first stage, the game was fully localized for Russian-speaking users. The second stage was the acquisition of loyal users. We used our internal media buying, as well as leading traffic suppliers in Russia and all the best sources: MyTarget, Facebook, in-app ads and others.

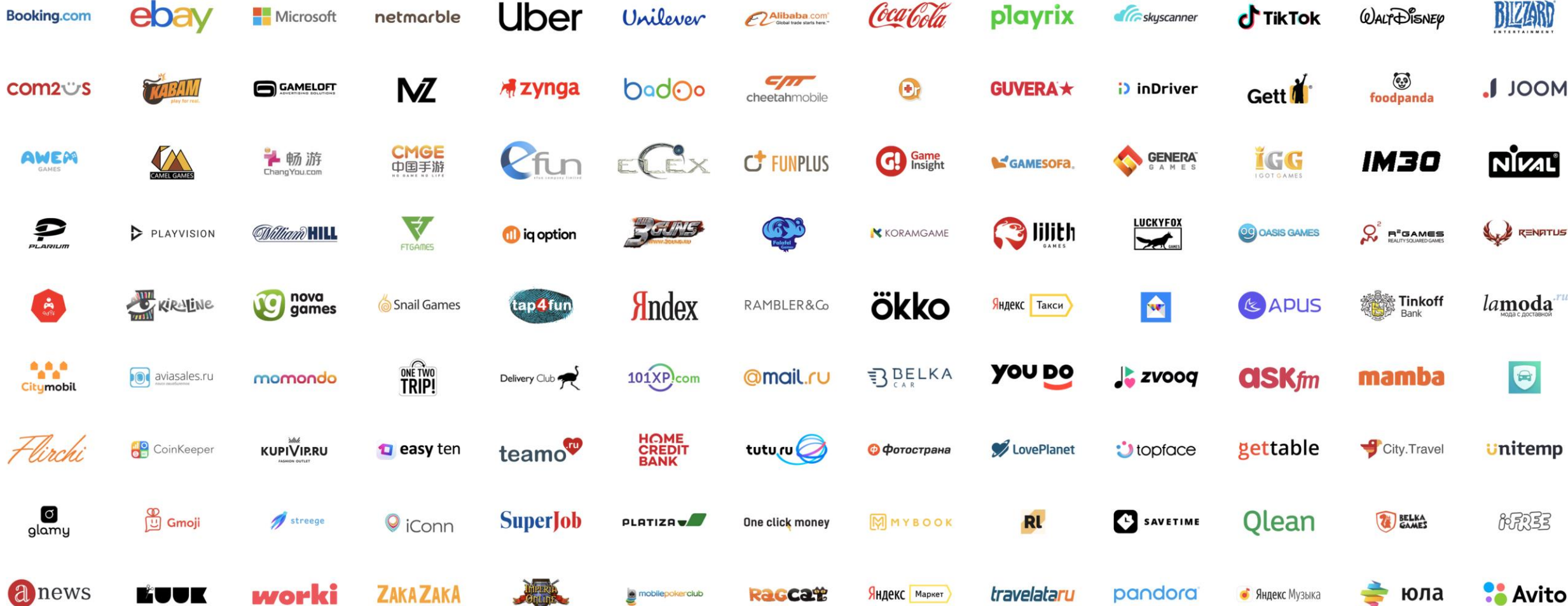
Every day, adhered to the following scheme of work:

- A team of Adsup media buyers and third-party agencies were looking for new approaches.
- Our designers produced dozens of video and image ad creatives.
- Complete analysis of all traffic for each source.
- Identify and disconnect traffic sources that do not satisfy the set KPI, in the context of ROAS and Retention Rate.
- Scale up the best performing campaigns

We were able to target Dragon Soul not only on the male audience but also the female, thanks to the excellent design and element of humor, all the characters had a funny "trick". Such results were achieved thanks to the unusual and new mechanics of the game for 2015. We thank all our partners who participated in the promotion of the game Dragon Soul.



OUR CLIENTS



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**READY TO BOOST YOUR
REVENUE AND PUSH UP
YOUR BUSINESS?**

A D S
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