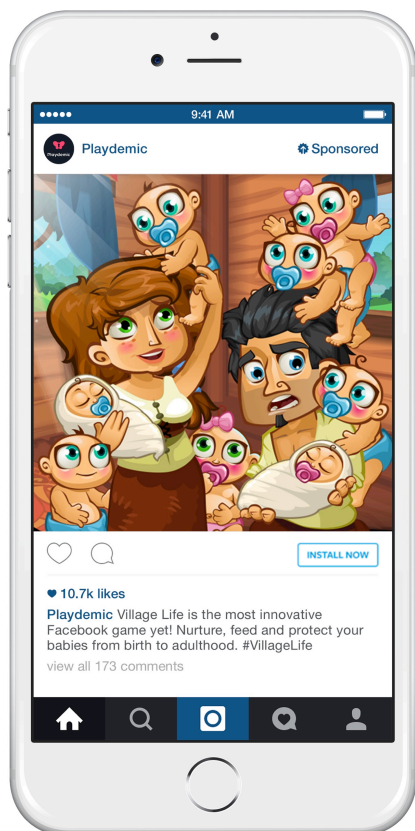




Game On

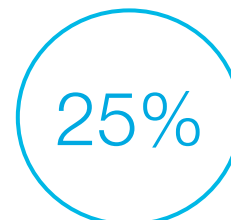
Playdemic, one of Europe's biggest mobile gaming companies, used Instagram to raise awareness and drive installs of its popular title, Village Life.



higher CTR compared with other social platforms



lower CPI compared With other platforms



increase in yield

STORY

Mobile gaming for the masses

Playdemic is one of Europe's biggest mobile gaming companies. It started entertaining the world's players with casual strategy titles including Village Life and Gang Nations in 2010, and it has been growing ever since. The company focuses on delivering innovative and meaningful titles to mobile gamers everywhere.

GOAL

Test, target, install

After carrying out a successful branding campaign on Instagram, Playdemic was keen to test mobile app install adds on a newly minted, DR ready Instagram. Playdemic wanted to reach a new audience and convey the value of their innovative titles, in this case, Village Life.

SOLUTION

Creative cut through and clear messages

Using the single image app install adverts, Playdemic utilised optimized bidding (oCPM), a call to action and a combination of targeting options. These included lookalike audiences created from its own game and player databases, along with the exclusion of people who have already downloaded.

Alongside the sophisticated use of ad tech, the strategy used for the creative execution ensured that the core themes of the game were communicated in a clear, entertaining and intriguing manner - in the case of Village Life, that meant romance and family. This helped to quickly and powerfully convey the value proposition of the game and help it stand out in people's feeds.

The campaign saw significant results, including a 50% lower CPI compared to other platforms, along with a 60% higher Click Through Rate, and a 25% increase in yield. These excellent results prove that a combination of strong creative and careful targeting is the key to reach, low Cost Per Install and a strong return on investment on Instagram.

Playdemic is now keen to scale its advertising efforts on Instagram and expand with other titles in its stable.

“

Since launching ads on Instagram, we have seen CPI undercut other platforms' ads by more than 50% whilst maintaining a high quality of user. CTRs are almost double of what we see on similar social platform ads with 7 day yield currently above any other user acquisition channel on the plan

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James Woodmansey,
User Acquisition Director
Playdemic LTD