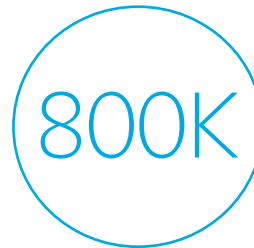
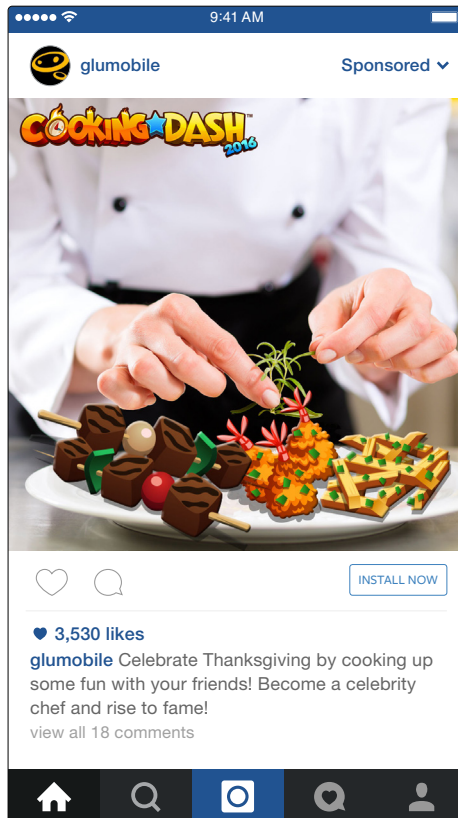


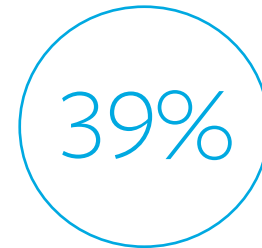


Dash to Success with Glu Mobile

Global gaming producers Glu Mobile joined with Instagram Partner ReFUEL4 to increase downloads of its new game with an ad campaign on Instagram, resulting in significantly more installs compared to previous campaigns.



impressions throughout the campaign



increase in app installs, compared to last Instagram campaign

STORY

Glu-ing your eyes to gaming

Glu Mobile is a global developer and publisher of free-to-play games for smartphones and tablet devices. Each game is designed to reach a variety of people living across the world where mobile and virtual games are in high demand.

GOAL

Cooking up user acquisition

Glu Mobile wanted to increase installs of its new game, Cooking Dash 2016, while reaching a wider audience. It also wanted to further test Instagram as a platform to acquire new users.

SOLUTION

Success by photo ads

Since Glu Mobile wanted its photo ads to stand out on peoples' Instagram feeds, marketing partner ReFUEL4 suggested a unique approach to virtual gaming advertising. Instead of displaying in-game screenshots, Glu Mobile's ad creative played on Instagram's popularity among food lovers. The photo ads displayed a real chef and dinnerware paired with the virtual food items from the game. This collaboration was unique in its aesthetic, and the CTA to "Install Now" led to many app downloads for Glu Mobile.

The company used Facebook's Power Editor and Ads Manager to develop the campaign, and used targeting tools to reach its intended audience: females aged 18-45.

The seven-day campaign, which ran over the busy Thanksgiving/Black Friday week, proved to be a savory success. Glu Mobile reached more than 800K impressions and generated more than 900 mobile app installs – a 39% increase from the last Instagram campaign it ran.

“*Instagram was a perfect fit for our campaign, since it's often used to feature daily food snaps. While we were confident about our game, working with ReFUEL4 ensured that our ads met the high standards of the users of Instagram. The result was a very successful campaign.*”

Daphne Nguyen
Glu Mobile