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Apple Developer Academy – PUC-PR

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### Game:

chaporwave



Image 1: chaporwave's screens.

### Game Proposal:

How many colors or patterns combinations can you make without making any mistakes? Combine the right teabags! Whether the pattern or the color match, the cloud will tell you what the bunny is looking for. And beware! You only have 3 lives to spend, but do it before the tea spills, or it will be too late!

### Media Strategy:

- The main objective of the campaign were to made people download our app.
- On February 25th we launched *chaporwave* at App Store;
- On March 5th, we launch the first three campaigns in Brazil, the USA, and the UK with a budget of 10 Reais per day;

- On March 6th we realized that the USA and UK spent almost four times more of our daily budget to show the same ad that was being shown in Brazil. So, we changed the USA to India and the UK to Mexico.
- On March 8th, we picked the two campaigns with better results, Brazil and India, and changed the other one. So, we changed Mexico to Indonesia. Also, we increased all three campaigns to 12,50 reais per day.
- On March 9th, we created two more manual campaigns. We picked an ad with the most views and impressions in the campaigns and replicated it in Brazil and India, for they were the most lucrative countries in our campaign.
- On March 15th, we stopped all five campaigns. Three automated ads and two manual campaign.
- We also created an Instagram account and Facebook page to promote our app.



Image 2: Campaign Timeline.

## Results:

- We had the best results in India, with more than 219 thousand impressions. There was 16 downloads with automated ads and 4 with manual campaign, paying 162,65 Reais.
- In Brazil, 19 downloads (all of them were automated ads), paying 152,40 Reais.
- In Indonesia, 10 downloads (all of them were automated ads), paying 84,95 Reais.
- We spent 400,00 Reais in all five campaigns.
- We had more than 354 thousand people reached and 428 visits to our App Store page.
- Until now, we have 85 followers on Facebook and Instagram, and 130 downloads on the App Store.






Ads	Reach	Objective	Amount spent	
Campanha de Instalações do aplicativo - Índia - Vídeo > 1 ad set > 1 ad  <b>App Installs</b> ID: 238504984...	<b>18,064</b> Reach	<b>4</b> Mobile App Installs	<b>R\$65.35</b> Amount spent	<a href="#">View results</a>
Campanha de Instalações do aplicativo - Brasil - Vídeo > 1 ad set > 1 ad  <b>App Installs</b> ID: 238504984...	<b>5,704</b> Reach	<b>--</b> Mobile App Installs	<b>R\$61.01</b> Amount spent	<a href="#">View results</a>
Campanha de Instalações do aplicativo - Índia > 1 ad set > 1 ad  <b>App Installs</b> ID: 2385047573...	<b>122K</b> Reach	<b>16</b> Mobile App Installs	<b>R\$97.30</b> Amount spent	<a href="#">View results</a>
Campanha de Instalações do aplicativo - Indonésia > 1 ad set > 1 ad  <b>App Installs</b> ID: 2385047194...	<b>32,263</b> Reach	<b>10</b> Mobile App Installs	<b>R\$84.95</b> Amount spent	<a href="#">View results</a>
Campanha de Instalações do aplicativo - Brasil > 1 ad set > 1 ad  <b>App Installs</b> ID: 238504588...	<b>17,376</b> Reach	<b>19</b> Mobile App Installs	<b>R\$91.39</b> Amount spent	<a href="#">View results</a>

Image 3: Ads campaign results (Metaverse).

NAME CAMPAIGN	PEOPLE REACHED	IMPRESSIONS	COST PER RESULT	AMOUNT SPENT	DOWNLOADS
Automated Ads - Brasil	17.376	26.374	R\$ 4,81	R\$ 91,39	19
Manual Campaign - India	18.064	23.345	R\$ 16,34	R\$ 65,35	4
Manual Campaign - Brazil	5.704	7.727	-	R\$ 61,01	-
Automated Ads - India	121.984	219.748	R\$ 6,08	R\$ 97,30	16
Automated Ads - Indonesia	32.263	45.725	R\$ 8,50	R\$ 84,95	10
<b>RESULTS</b>	193.791	322.919	R\$ 8,16	R\$ 400,00	49

Image 4: Table with ads campaign results.

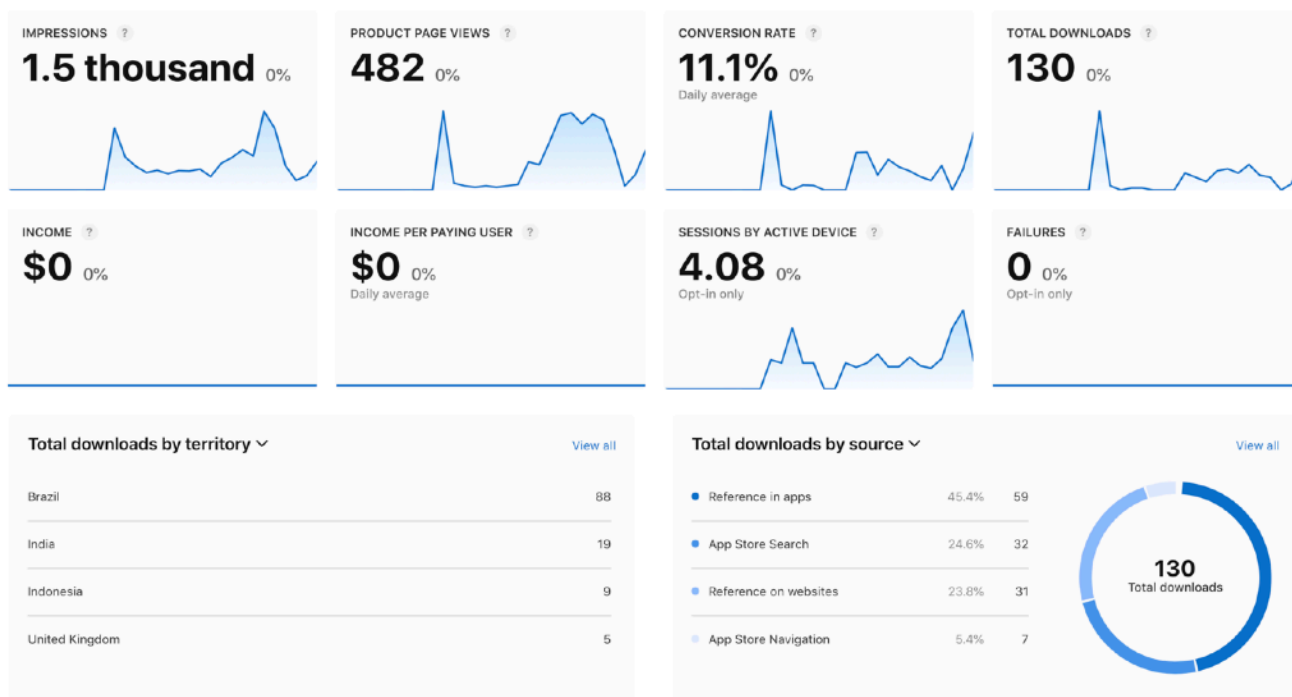


Image 5: Ads campaign results (App Store Connect).

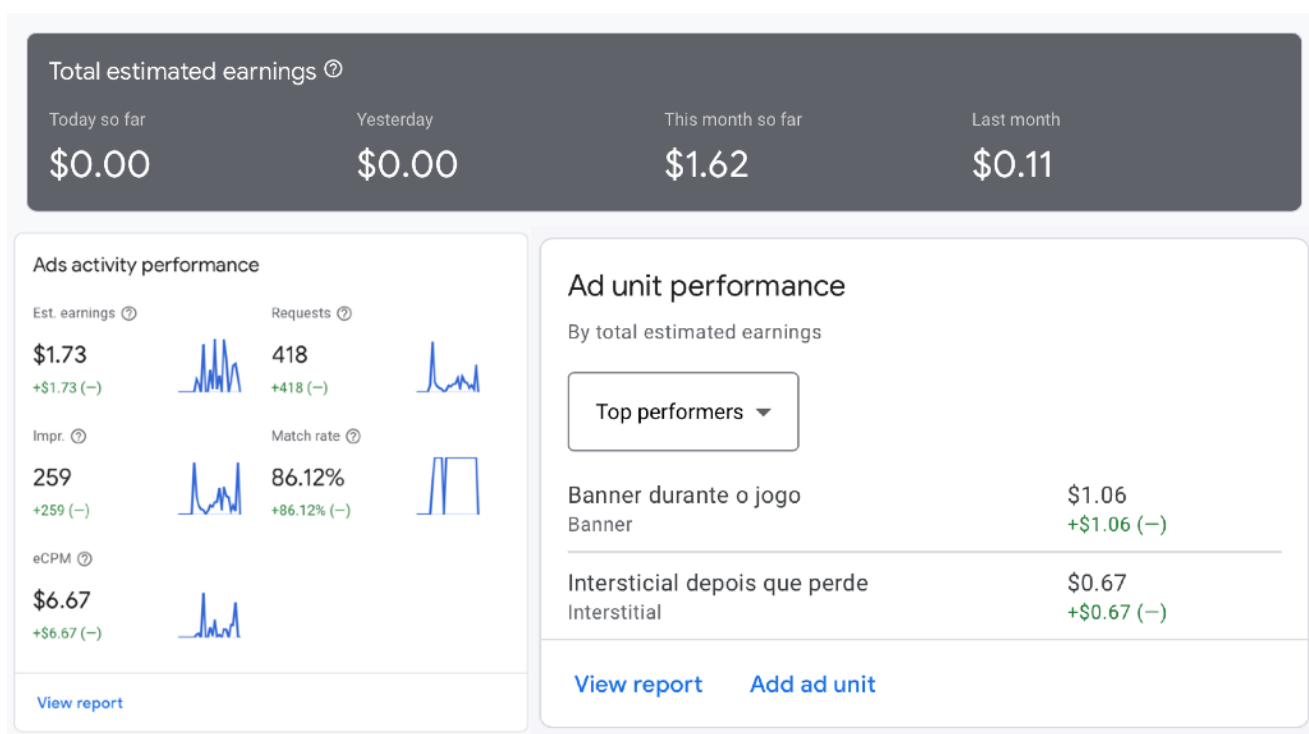


Image 6: Ads campaign results (AdMob).

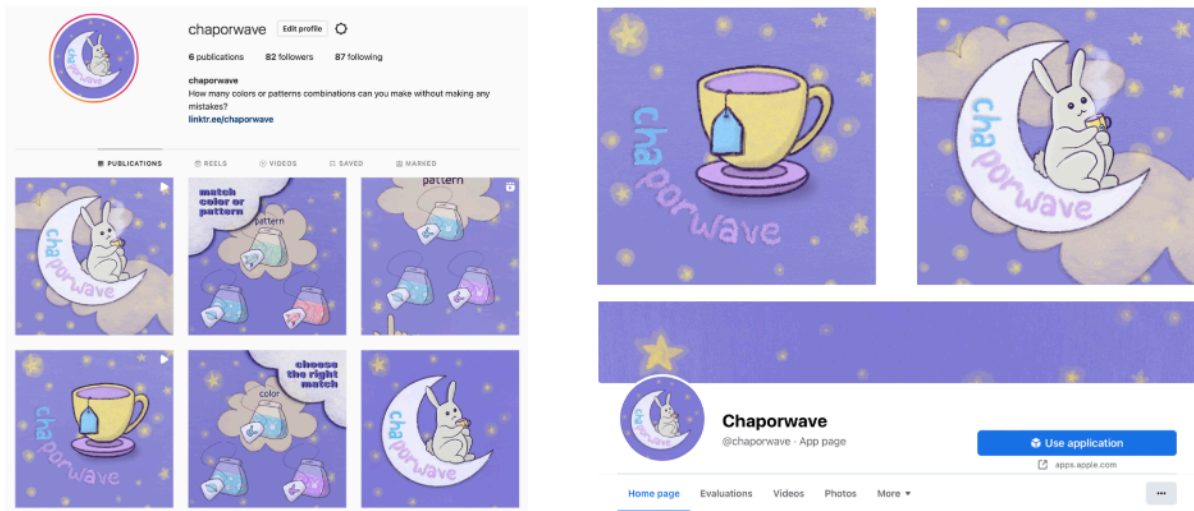


Image 7: Instagram account and Facebook page.

### **Lessons learned from the campaign:**

Developing chaporwave was one the best experience that we have ever had in Programming. It made a big difference for the designer to be able to follow most of the developing process and understand what was happening to the point of being able to help. We learned so much about app architecture, using Cocoapods and CoreHaptics. We loved having people from all around the world interact with us through Social media. The design project is full of ours preferences and the result we were able to achieve is extremely satisfying for both of us.

### **Today's tips that you would like to know at the beginning of the challenge:**

A lot of despair with the initial deadlines got in the way, as we ended up taking care of only social media in the last few days, and we could have used our time better to improve the app.