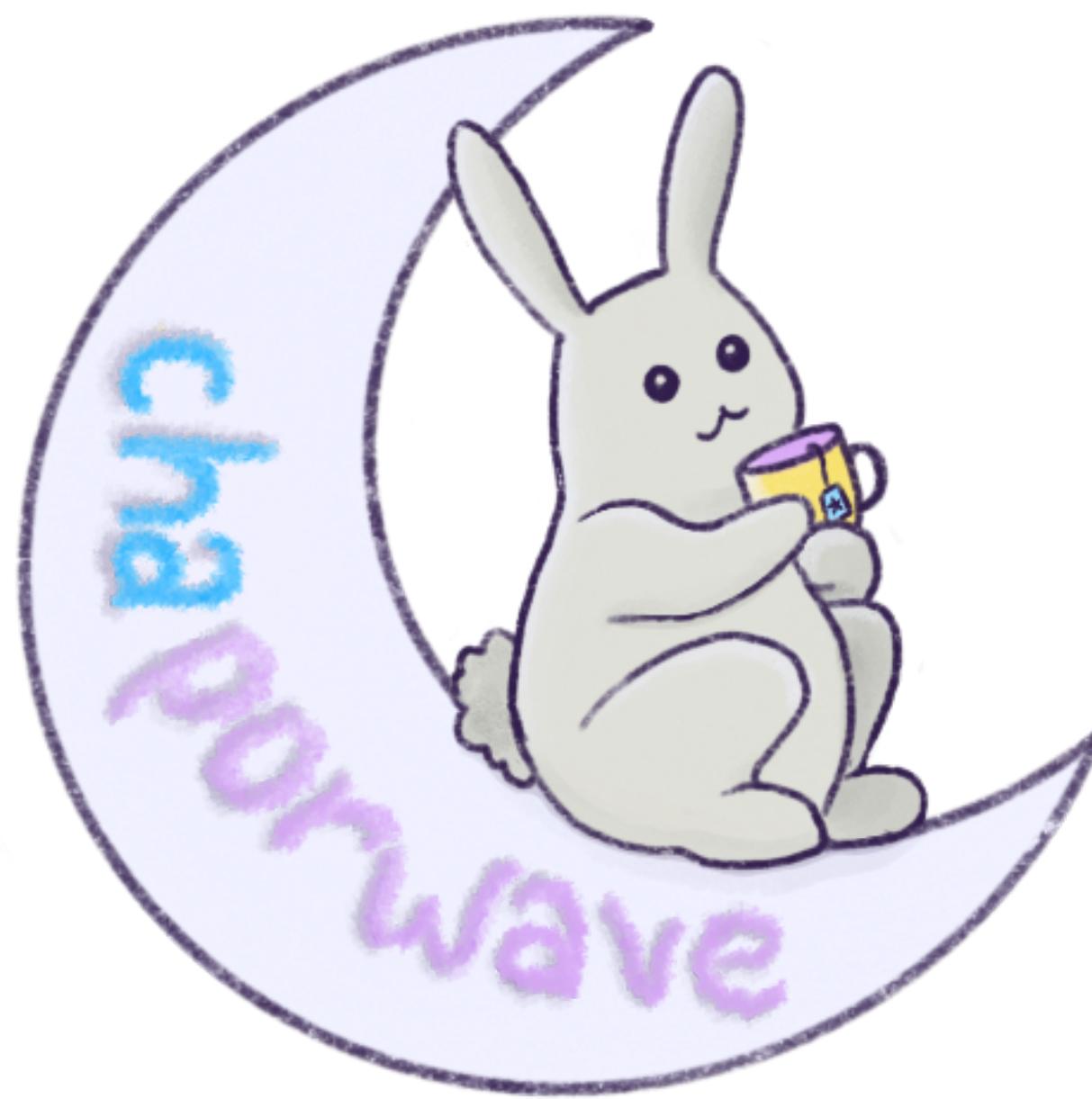


chaporwave

NANO BUSINESS ADA 2022

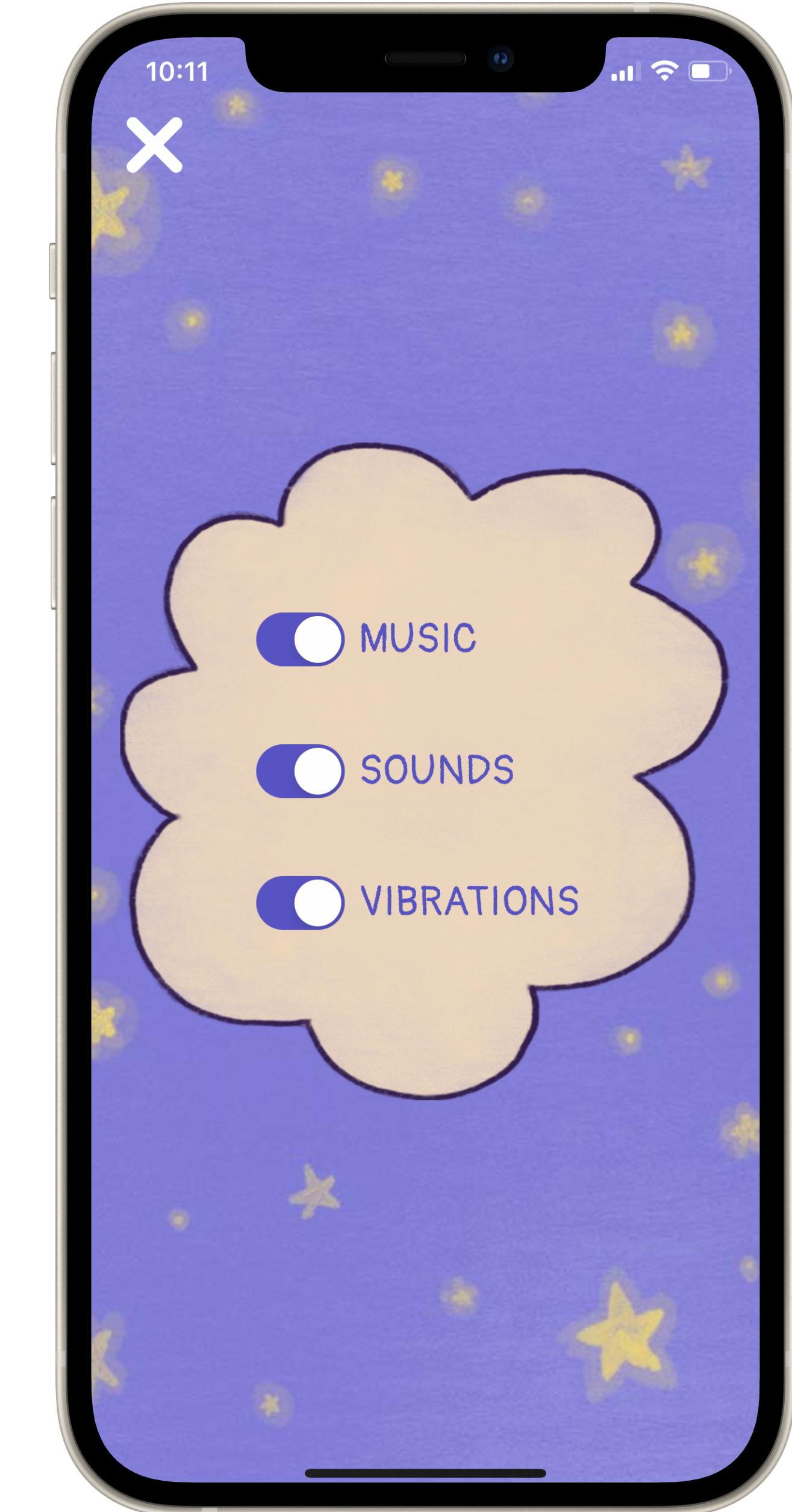
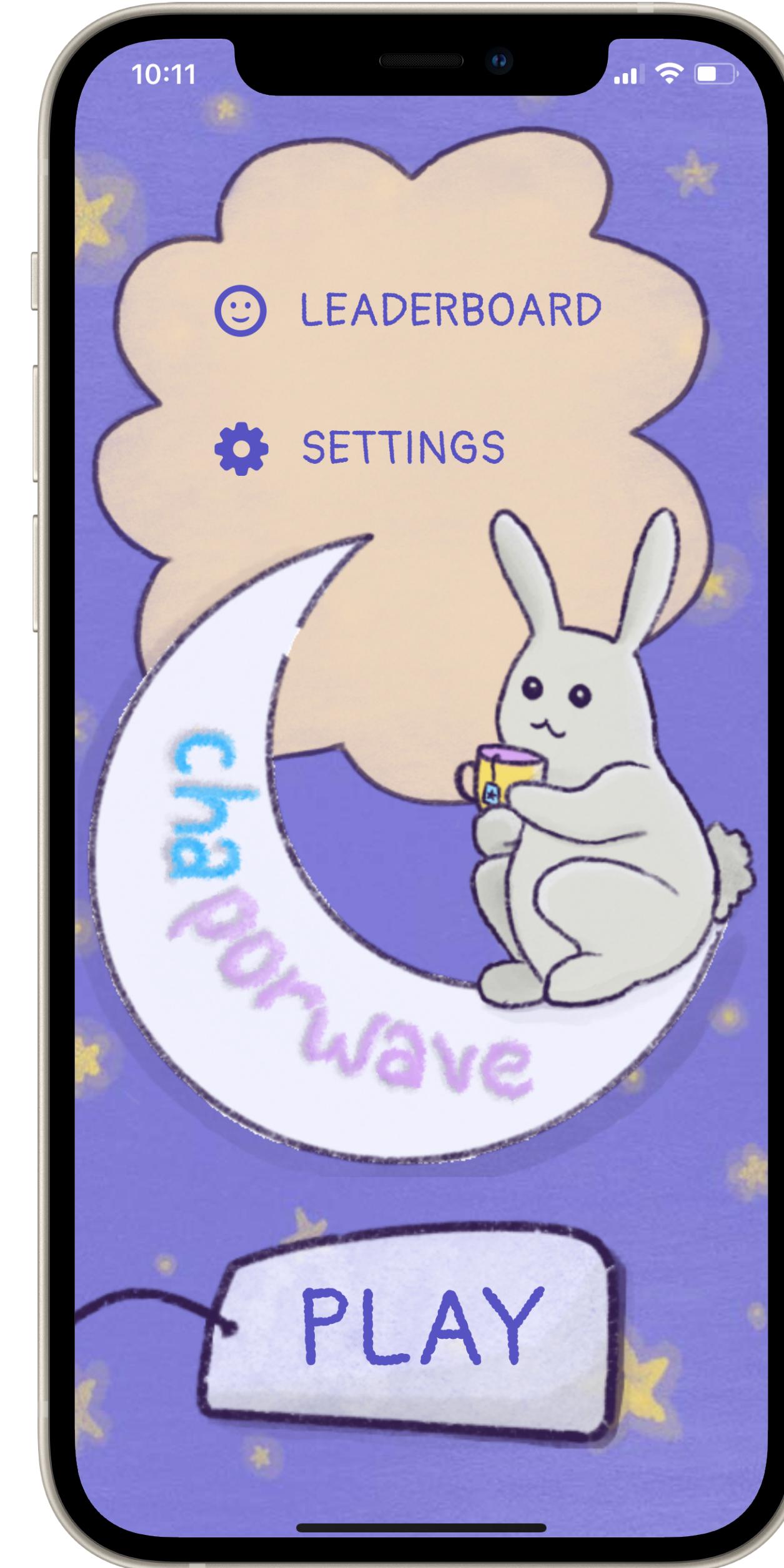


chaporwave: PATTERN & COLOR



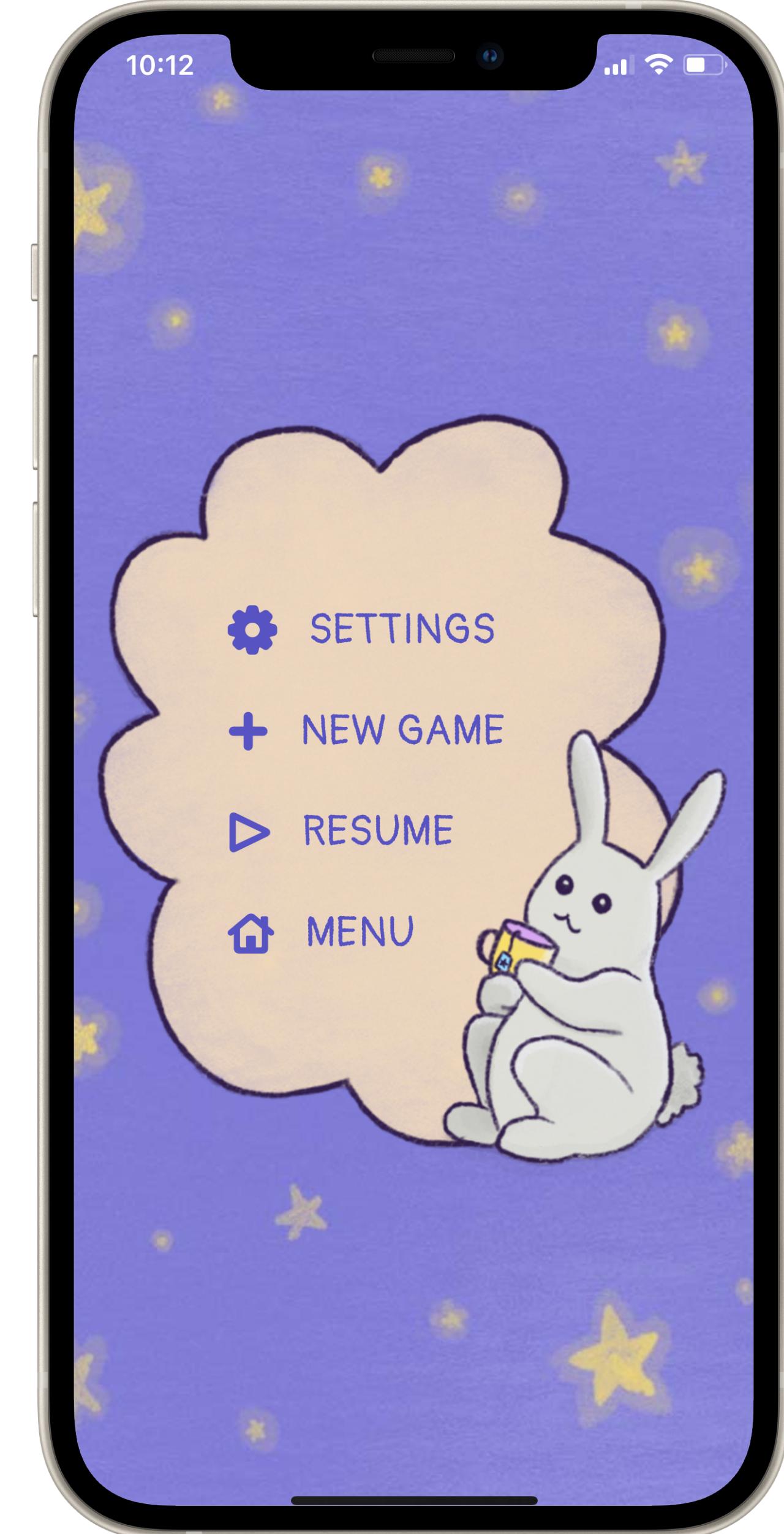
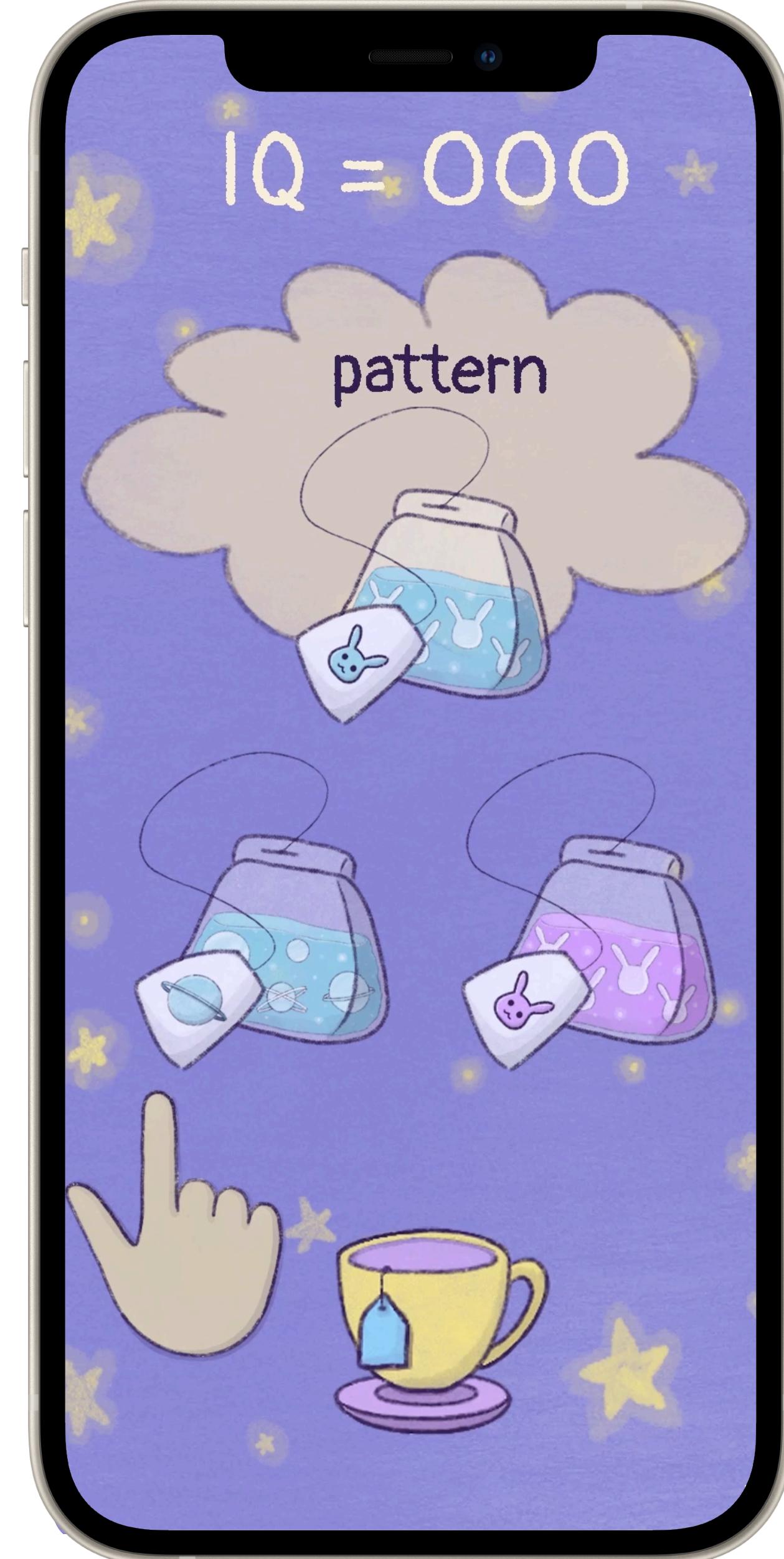
chaporwave: PATTERN & COLOR

- menu with settings and leaderboard
- settings option, for music, sounds and vibration



chaporwave: PATTERN & COLOR

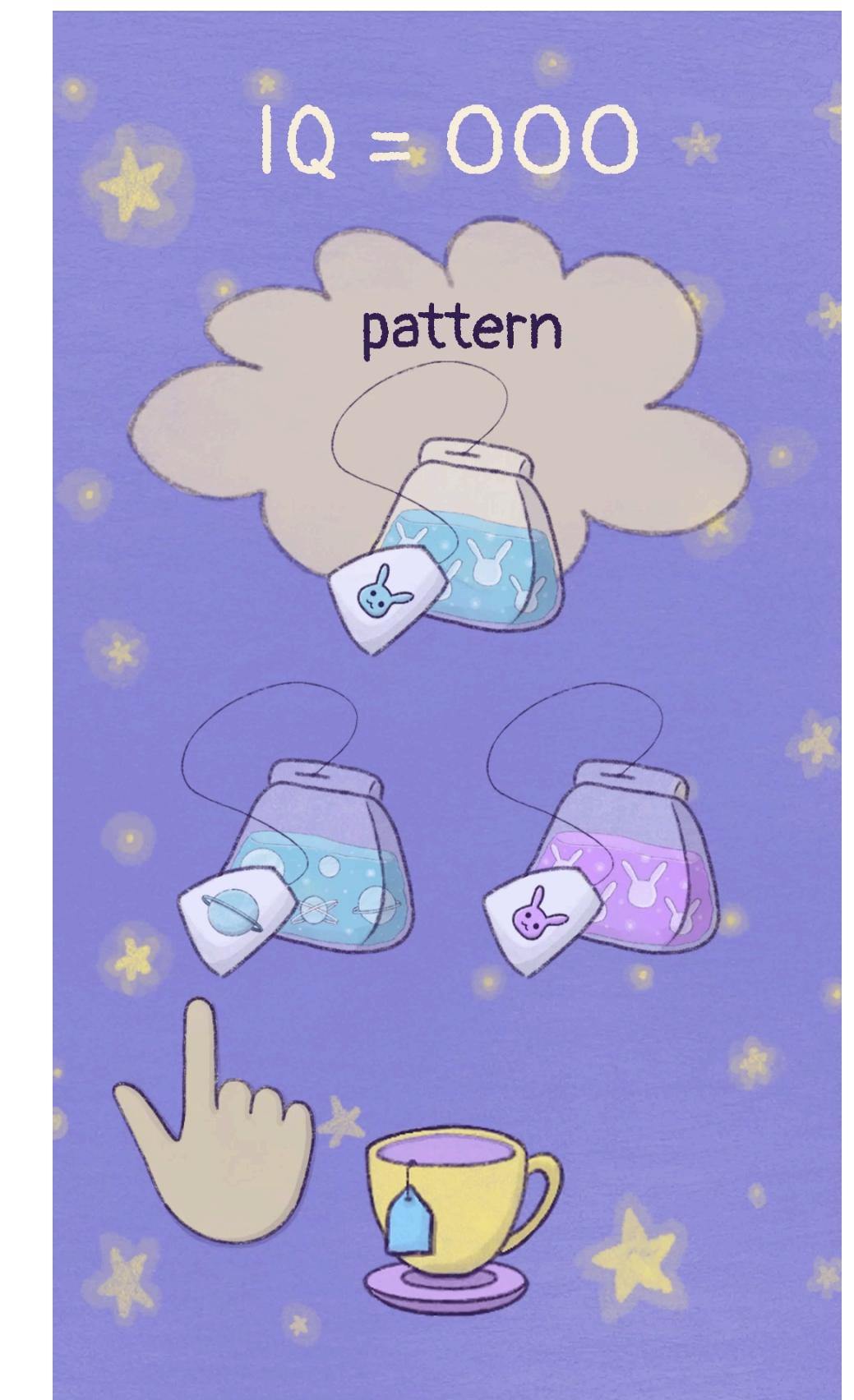
- game or patterns match
- tea timer
- 3 lifes
- score



chaporwave:

VIDEO ADDS

- Add 1
15 sec
1x1
- Add 2
15 sec
16x19
- IQ appeal



chaporwave: IMAGE ADDS

- 2 gifs
- 2 jpgs
- cute appeal



implementations:

RANKING - FRIENDS & GLOBAL



- **Leaderboard**
- **Compete with your friends**
- **Compete with people around the world**

metrics & results:

ANALYSIS AND INTERPRETATION OF DATA

February

25th



APP
PUBLICATION

March

5th



CAMPAIGN
PUBLICATION

- Brazil
- USA
- UK

10 reais
per day

March

6th



CHANGE
CAMPAIGN

- Brazil
- Mexico
- India

10 reais
per day

March

8th



CHANGE
CAMPAIGN

- Brazil
- India
- Indonesia

12,5 reais
per day

March

9th



2 NEW MANUAL
CAMPAIGNS

- Brazil
- India

12,5 reais
per day

March

15th



5 FINISHED
CAMPAIGNS

- Brazil (2)
- India (2)
- Indonesia

metrics & results:

ANALYSIS AND INTERPRETATION OF DATA

Others

impressions
23,971

cost per result
R\$45.64

downloads
1

AMOUNT SPENT
R\$45.64

Brazil

impressions
31,101

cost per result
R\$9,52

downloads
16

AMOUNT SPENT
R\$152.40

India

impressions
243,093

cost per result
R\$9,59

downloads
16

AMOUNT SPENT
R\$153.48

Indonesia

impressions
22,056

cost per result
R\$5,38

downloads
9

AMOUNT SPENT
R\$48.47

metrics & results:

ADMOB

País ⓘ	Ganhos estimados ⓘ	Solicitações ⓘ	Impressões ⓘ	Taxa de correspondência (%) ⓘ	eCPM observado ⓘ
Brasil	US\$ 0,00	64	50	100,00%	US\$ 0,00
Indonésia	US\$ 0,00	13	7	100,00%	US\$ 0,00
Índia	US\$ 0,18	33	24	100,00%	US\$ 7,68
México	US\$ 0,14	9	7	100,00%	US\$ 20,45
Estados Unidos	US\$ 0,40	9	5	100,00%	US\$ 79,84
Resumo	US\$ 0,73	128	93	100,00%	US\$ 7,81

Total de ganhos estimados ⓘ

Hoje

US\$ 0,15

Ontem

US\$ 0,14

Este mês, até o momento

US\$ 1,54

Último mês

US\$ 0,11

Banner durante o jogo
Banner

US\$ 1,05
+US\$ 1,05 (-)

Interstitial depois que perde
Interstitial

US\$ 0,45
+US\$ 0,45 (-)

metrics & results: ANALYSIS AND INTERPRETATION OF DATA



Boost unavailable for ads

Anúncio de Instalações do aplicativo - Índia
March 5, 2022 at 9:23 AM
ID: 23850475732930163

Interactions

342 reactions | 1 share



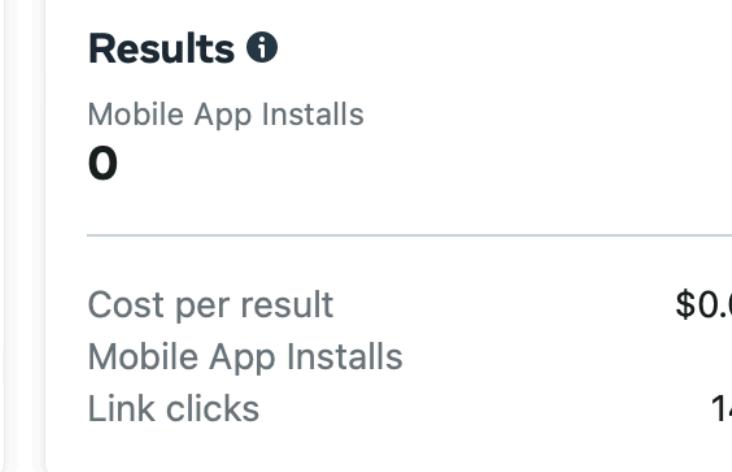
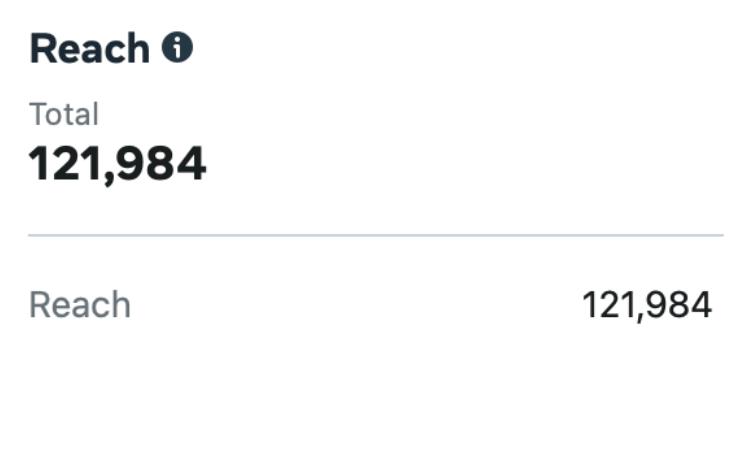
Boost post

do you wanna spill the tea? DOWNLOAD NOW link in bio
March 10, 2022 at 9:34 AM
ID: 17988209332425575

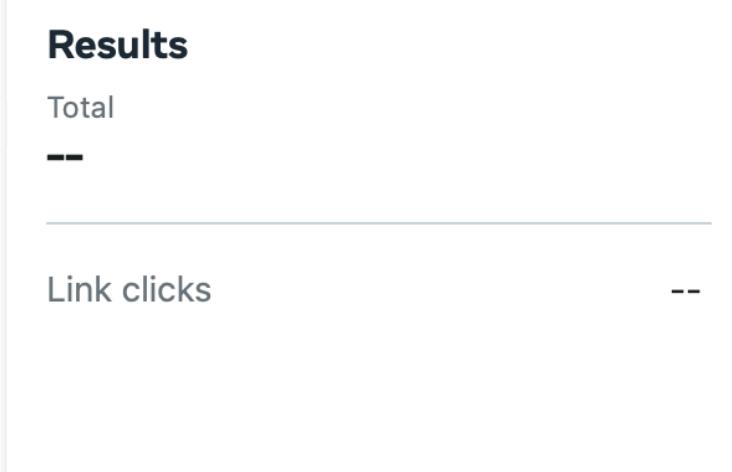
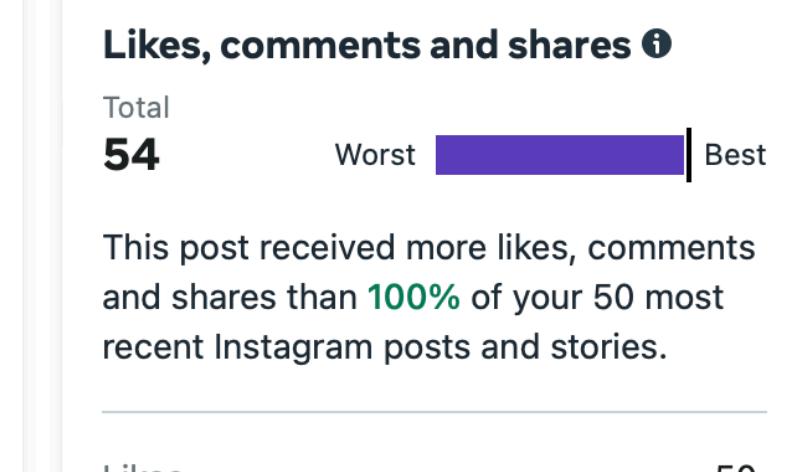
Interactions

50 likes | 0 comments

Performance



Performance



other resources:

INSTAGRAM

chaporwave [Edit profile](#)

6 publications 82 followers 87 following

chaporwave
How many colors or patterns combinations can you make without making any mistakes?
linktr.ee/chaporwave



Chaporwave

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apps.apple.com

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[Evaluations](#)

[Videos](#)

[Photos](#)

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...

metrics & results:

ANALYSIS AND INTERPRETATION OF DATA

IMPRESSIONS

Facebook+Instagram

354,254

App Store

428

RESULT

Followers

85

Downloads

111

challenges and lessons learned:

DEVELOPMENT & DESIGN & SOCIAL MEDIA

- App architecture
- Cocoa-pods
- CoreHaptics
- Design and Illustration
- Social media
- Budget and Add Campaign
- Team work

app store: AVAILABLE FOR IPHONE



DOWNLOAD
NOW