

Cie Games Revs Up User Acquisition for Car Town Streets



Cie Games ran advertising campaigns with multiple vendors November through December 2012 to promote the worldwide launch of its first iOS game, Car Town Streets.

THE OBJECTIVES

- Promote the worldwide launch of its first iOS game, Car Town Streets, during the popular holiday season
- Reach a targeted list of potential users across a wide network of mobile apps & games
- Drive app installs to acquire loyal users with high customer lifetime value (CLV)
- Consistently hit performance targets to stay on budget and on target

THE EXECUTION

- Leverage AdColony's Instant-Play™ HD video technology with dynamic end card to showcase the high intensity gameplay in crisp, clear picture
- Deliver massive daily CVVs (completed video views) & extremely competitive CPIs (cost per install)
- Drive very high CTR and conversions to install the app via clear end card call-to-action to download
- Tap an engaged network of iOS users most likely to download, play and monetize

THE RESULTS



10X CVVs

10X More Completed Video Views of the App Trailer Vs. Other Ad Networks



Highest Volume of Daily Installs

Vs. All Other Paid Advertising Channels for the Same Campaign



On-Target Cost Per Install

"AdColony successfully delivered below our targeted CPI goals during a competitive holiday season."



100%

Non-Incentivized Installs