App Developer Z2 Drives Battle Nations Up the Top Grossing Charts with Instant-Play™ HD Mobile Video

THE OBJECTIVES

- **Drive downloads** of Battle Nations, a high quality combat game on iOS from mobile app developer Z2

- **Deliver loyal users** who will engage with the app & exhibit high levels of retention and monetization

- **Generate ROI** by pushing the app up the top grossing charts of the iOS App Store

- **Stay on-target for eCPI** & deliver a competitive, cost-effective user acquisition campaign

THE EXECUTION

- **Targeted top-ranking smartphone & tablet apps** to reach Z2's target audience of core, social & strategy gamers

- **Leveraged AdColony's Instant-Play™ HD video ad network & technology** -- videos load instantly to deliver the game's value proposition and showcase gameplay in crisp, clear HD video

- **Utilized AdColony's dynamic end card** with screenshots automatically pulled in from the App Store to further drive interest & seamlessly drive installs upon completion of the app trailer video

THE RESULTS

8,500,000+ Completed Video Ad Views	**+50% Rank** Improved from Top 50 Grossing to Top 20 in the App Store	**Beat eCPI Goal** Exceeded Cost Per Install Pricing Goal By 10%	**50,000 Users** Highly Engaged & Loyal Users Delivered

TESTIMONIAL

"AdColony has been a consistent provider of quality installs for our campaigns. With their state-of-the-art creative executions, dedicated service and premium inventory, AdColony has met and exceeded my expectations for a mobile user acquisition provider."
–Steven Thompson, Senior Marketing Manager, Z2