



# CLIENT SUCCESS STORY



## Client background & challenge

Disruptor Beam is a leading gaming company that has enjoyed notable success with titles such as Game of Thrones, Ascent and Star Trek Timelines. Disruptor Beam needed to ensure their continued success and growth through paid user acquisition. They knew AI and automation technology were the way forward. In particular, they needed the following:

1. Quick and painless integration with and execution across new ad channels.
2. Real-time analysis and detection of optimization opportunities that yield persistently high ROAS.
3. Convenient management of the entire portfolio of campaigns, channels and UA anomalies.
4. Maintain decision-making authority over all recommended campaign optimizations.



## Target Circle's impact:

# Greater Profitability, Accuracy & Speed

With just 30 days of historical data, Target Circle's AI was able to deliver unprecedented LTV prediction accuracy and granularity. In fact, over 22 Million LTV models were trained in less than 60 days. With this power, Disruptor Beam could unearth waste, fraud, and opportunities like never before and act on them at scale in real-time through Target Circle's campaign automation. Together, we also accomplished the following:

1. Stabilization and performance boost of campaigns across major channels like AdColony & Unity.
2. Swift and easy integration of new channels and automated optimization of campaigns.
3. Simplified operations and significantly reduced hours spent on campaign management.
4. Provided stability in on-boarding new partners by delivering accurate optimizations early and often.



## By the numbers

The numbers show the results within the first 60 days after starting with Target Circle.

**145%** ROAS Increase

**101%** Growth In New Paid Installs

**22.5M** LTV Models Trained

**3.5K** Publisher Apps White/Blacklisted

**80hrs** Time Savings Per UA Manager

Within 30 days of going live with Target Circle, Disruptor Beam was able to far exceed their performance and business goals. The UA Command Center gave their team the power to perform and scale like a team 10X their size through automation and AI. They achieved the above performance while reducing their standard marketing workflows by over 40 hours per month per UA manager. This newly available time was then re-purposed to complete high-value tasks generating additional value and profitability for the business.



# Target Circle's value

## To Disruptor Beam's Head of User Acquisition

The UA Command Center gave David Jumper the control, visibility, and power he needed to succeed in a fragmented and black-box ecosystem of ad networks. By simply plugging his business goals into the UA Command Center, he could rest assured his team and Target Circle technology together would achieve their goals with great ease but far less effort. This allowed him to scale revenue well beyond his team's abilities, while preserving the size of the team, and increasing ROAS by 145%.

"The UA Command Center was easy to set up and begin using quickly. Almost immediately I saw my workload drop by 10 hours a week while profit and installs soared. In fact, we began performing very profitably across key ad networks where we were unable to before. Target Circle earned our trust from day one with their responsive, expert team and highly accurate AI. The UA Command Center's capabilities are a game changer and a must have for any mobile performance advertiser."



**THANASI CHALKIADAKIS**

UA Manager, Disruptor Beam

"Our partnership with Target Circle set my team up for scaling profitably. Their automation enabled us to operate as if we were a team ten times our size while reducing our costs. Their AI accuracy and automation quickly de-risked our advertising investments and gave us the confidence to continue scaling. Now we are positioned for a much bigger year with additional revenue growth across existing and new channels."



**DAVID JUMPER**

Head of UA, Disruptor Beam

Contact us today to learn how our platform can make your UA easier, faster and smarter.

Learn more: [sales@targetcircle.com](mailto:sales@targetcircle.com)