CTRs 300%, revenues 1600%:
Addiktive Games wins with AdsYolo's mobile app network

Addiktive Games, a top app developer based in Barcelona and San Francisco, chose mobile marketing agency and network AdsYolo to promote their five-star-reviewed game, Bubble Shooter 3.0.

BACKGROUND
Addiktive approached AdsYolo, the largest in-app mobile advertising network in China, with the challenge of publicizing Bubble Shooter 3.0 to Chinese who own iOS smartphones (roughly half of AdsYolo's 225 million audience of Asian consumers). AdsYolo's team strategically positioned Bubble Shooter 3.0 on dozens of germane social sites, app markets and forums.

APP DESCRIPTION
With nearly a million downloads since its launch, Bubble Shooter 3.0 is a puzzle game designed for the iPhone, iPad and iPod Touch. Features include over 500 levels of play, varying degrees of difficulty, sophisticated graphics, music and effects. Addiktive Games is also the creator of Babbo's Barrels, Bubble Shooter Free 2.0, and Bubble Breaker 2.0.

RESULTS
Since the start of the partnership mid-June, the app has become a top-20 download, according to tracking site App Annie. And as of June 25, click-through rates have jumped over 300%, and revenues more than 1600%.

ADSYOLO KNOWS CHINA...AND MOBILE
"Of course we went with AdsYolo for the China launch of Bubble Shooter 3.0," stated Addiktive Games Founder Pedro Moreno. "AdsYolo's deep understanding of the Chinese market, coupled with its translation and localization services, makes it a natural extension of our customer acquisition efforts."

AdsYolo CEO Christopher Cioffi adds, "Addiktive is a welcome addition to our growing clientele of developers, agencies and brands who wish to penetrate and influence China's explosive purchase-empowered population. And since Bubble Shooter 3.0 supports banner ad inventory, it's also now a part of our App Monetization Platform (AMP)™, giving brands and developers access to 122 worldwide demand partners, like Carat and Mindshare."

THE POWER OF PARTNERSHIP

ADDIKTIVE GAMES + AdsYolo
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