

Leading Developer Relies on Fyber to Acquire Quality Users at Scale



Stay Top of Mind and On Top of the Charts

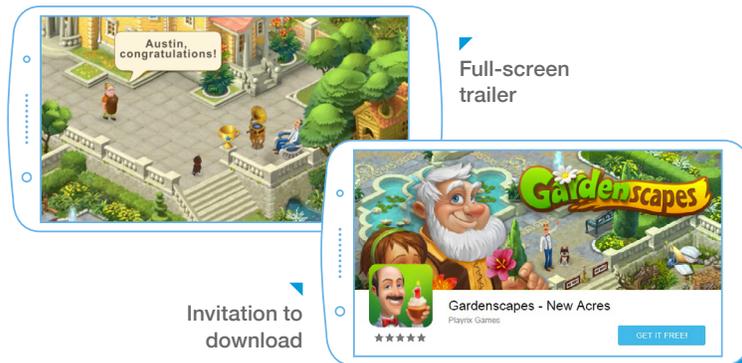
playrix

Playrix is an international casual game developer known for such popular titles as *Township*, *Gardenscapes*, and *Fishdom*. These games have all consistently been in the top 15 to top 50 grossing charts in more than 50 countries worldwide. On the back of this success Playrix has risen to become one of the fastest growing developers in the world today.

Challenge

To fuel this success Playrix puts an emphasis on acquiring high-quality users at scale through global campaigns, with a particular focus on major markets like the US, Western Europe, and SE Asia. Recently, Playrix approached Fyber to help with the global launch of a new game. Fyber's network, composed of over 500 million monthly active in-app users through direct integrations in thousands of leading apps, offered just the scale they were looking for.

Each video ad showcased the functionality and gameplay with an immersive, full-screen trailer, followed by an optional invitation to download.



Solution

Fyber has a full-service campaign management offering for developers and a team of UA experts who recommend a variety of strategies tailored to each client's needs. For Playrix, Fyber's dedicated account managers suggested a multi-tiered campaign approach, including:

- Identifying active customer segments that would be the most profitable for Playrix's apps
- Driving scalable high-quality user growth by targeting publishers with ideal user bases
- Optimizing campaign performance with bidding strategy recommendations to improve positioning and deploying engaging creatives to maximize conversions

They deployed this across a variety of different campaign types:



Mobile Video Acquisition

An immersive experience that turns viewers into users. Campaigns generate high quality, non-rewarded installs based on interest in an app



Cost-per-Install

Accelerates app discovery and installs through highly cost-effective campaigns on Fyber's exclusive Offer Wall ad format



Cost-per-Engagement

Drives engagement and retention by rewarding users for key interactions with an app, such as tutorial completion, level achievement, or account sign-up

Results

The improved results Playrix achieved by working with Fyber's account managers were manifold. Because they secured a better position in the queue of ads seen by unique users, the overall number of impressions and conversions increased markedly. In addition, because those users were not burned out on seeing ads, the conversion rate on an already expanded base also improved greatly. Playrix therefore saw a tripling of app installs from high quality users. Fyber delivered these results with immense scale for months, and the campaigns helped the games reach top spots on various charts around the world. One game was consistently one of the top 10 adventure games in China and top 50 in the USA for 5 months, while the other was consistently one of the top 10 puzzle games in Russia for 5 months.



"We've established a close, trusting partnership between Playrix and Fyber. We believe it helps both companies achieve maximum results."

SERGEI FANTA, HEAD OF NETWORK USER ACQUISITION, PLAYRIX

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