



CAMPAIGN PERIOD
DECEMBER 2017
TO PRESENT DAY



CAMPAIGN MODEL
COST PER LEAD
(CPL)



CAMPAIGN FLOW
SINGLE-OPT-IN
(SOI)



KPIS:

RETENTION RATES (D1/D7) & ROI (PAYING PLAYERS)

TERRITORIES:

WORLDWIDE

KEY SOURCES:

INTERNAL/EXTERNAL MEDIA BUYERS AND (GAMING) WEBSITES

TARGETING:

DEMOGRAPHIC FOCUSED - BEHAVIORIAL & INTEREST-BASED

CHANNELS:

DISPLAY & VIDEO



ACHIEVEMENTS:

1
2
3

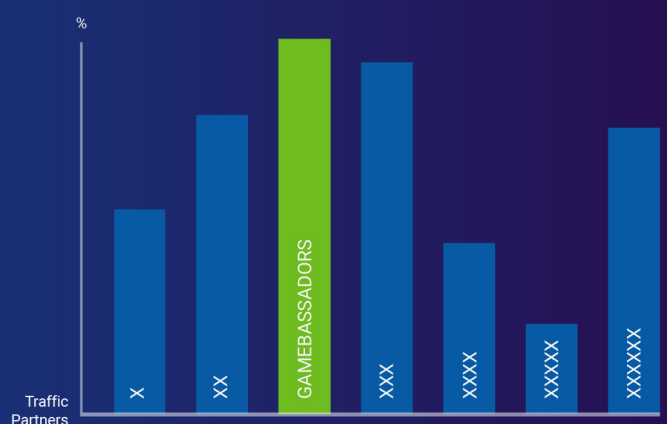
NUMBER ONE TRAFFIC PARTNER WORLDWIDE, DELIVERING MOST ACTIVE AND PROFITABLE PLAYERS FOR FORGE OF EMPIRES

A/B TESTING CREATIVES AND IMPLEMENTATION OF DYNAMIC RATE STRUCTURE TO BOOST OVERALL PERFORMANCE

GENERATED +/- 2 MILLION NEW PLAYERS WORLDWIDE.



RETENTION % DAY 7 BY PLAYER



Based on Innogames data



I can strongly recommend Gamebassadors, they are reliable and performance driven, constantly focusing on optimization and regular quality feedback, while providing up to data information and delivering high quality volume for our games. They are passionate about game advertising and professionals in the field of marketing, a great partner for InnoGames.

Stuart Devereux, Performance Marketing Manager, InnoGames

