



Magic Jigsaw Puzzles Reveals 56% Higher ROI & Big Loyalty with Vungle Mobile Video Ads

Ask game developers their most significant business challenge, and you'll likely hear two words: "quality users." Games peak and decline at a rapid rate, so finding users and keeping them is becoming the holy grail of app marketing. Magic Jigsaw Puzzles, a popular puzzle game from XIMAD Inc., struck out to capture these elusive users with mobile video advertising. The results illuminate the power of mobile video to positively impact volume, scale, loyalty and overall revenue.

THE CHALLENGE

To get the most out of their advertising budget, XIMAD's marketing team carefully optimizes each campaign. "The more user quality we have, the better our product is," says Anna Nikolaeva, XIMAD's Marketing Manager.

For each campaign, the XIMAD team looks at key indicators of user quality:

- **Loyalty** – Users who open the app at least three times
- **Activation** – Users who complete at least one puzzle
- **Progress** – Users who reach at least the second level
- **Retention** – User who remain active after 1, 3, 15, 21 and 30 days

To find users who score high on quality, XIMAD sought an advertising partner who could deliver high-value users and huge volume through a sustained acquisition campaign.

THE SOLUTION

XIMAD ran a campaign in Vungle's Private Marketplace — putting Magic Jigsaw Puzzles in front of millions of users in the world's most popular apps.

The campaign creative conveyed the fun, tactile nature of the puzzle-solving game by showing a player completing a puzzle and winning a prize. The creative also featured text overlays that showcased the game's best benefits, so users understood the concept even when audio was turned off.



XIMAD, Inc.

Ulyanovsk, Russia
San Francisco Bay Area
www.ximad.com

“Vungle is the first-place partner in terms of volume, and the *Private Marketplace* program gave us access to publishers that are more relevant to our audience. We saw a doubling in traffic and average quality.”

— Galina Zueva,
XIMAD's Marketing Director



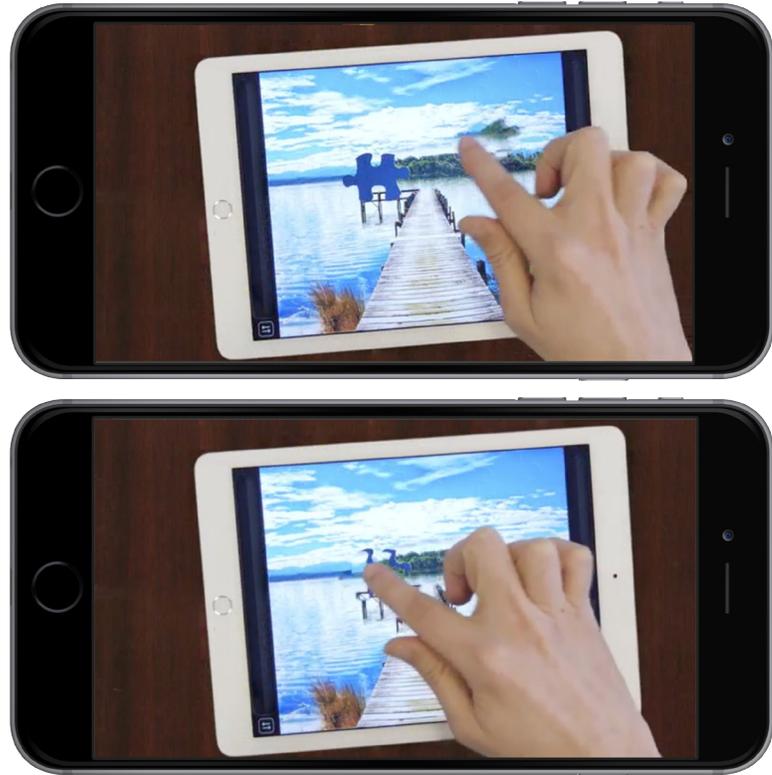
THE RESULTS

Magic Jigsaw Puzzles boosted volume significantly through the Private Marketplace. In one month, the users acquired through Vungle **delivered more revenue than all other ad networks combined** – driving 30 percent of total revenue. The campaign also drove 37 percent of total app downloads, including organics, and most critically, ROI for the campaign period was 56 percent higher than the average ad network.

And thanks to the engaging creative and HD video performance, user quality soared, too.

Moving forward, XIMAD plans to expand Vungle advertising to other titles.

“We’re hoping our iPad and Android versions of the game, as well as our products like Bubble Birds 4, can join this program,” says Zueva. “We’re always glad to have the opportunity to work with Vungle and develop the partnership.”



Vungle Creative Labs found that when an ad includes visuals of a human interacting with the game, click-through rates can increase by more than 30 percent.

ABOUT VUNGLE: Vungle is the way advertisers make video ads personal, with breakthrough video ad-serving technology and a user-first approach that's led to its track record of success and made it necessary infrastructure for applications. For more information visit vungle.com.

VUNGLE DELIVERED...



51% of users were “loyal” — the highest of all partners



4.7 times more installs than XIMAD's second largest advertising partner



30%

Users from Vungle **drove 30 percent of overall revenue**