

## USER ACQUISITION

Game publishers and developers looking for more effective ways to grow User Acquisition at scale are tapping into Mobivity's Connected Rewards™



## CHALLENGE:

While player acquisition had been relatively strong, the cost of acquisition remained high and the number of paying monthly users continued to decline. This was the case for a top-tier publisher looking to not only improve their ROAS, but also increase the ARPDAU and 30-day player retention.

## SOLUTION:

Mobivity, through its cloud-based Connected Rewards™ technology with a large network of Restaurant, Convenience, and Fuel brands proposed an acquisition strategy that would give the players real-world rewards for game downloads and play. The idea was to promote the game download through a global C-Store brand's owned media and provide \$0.20/gallon as a reward for doing so. The results speak for themselves...

## RESULTS AFTER 30-DAYS:

#1

App store downloads  
on days of promotion

4x

ROAS Improvement  
over other methods

91%

Increase in  
ARPDAU

3x

Better Player  
Retention

**INSIGHT:** With 72% of consumers playing mobile games, Mobivity's Connected Rewards creates a win-win-win scenario. Consumers win by getting games they love with great offers from a brand they love. Game Publishers win by acquiring new players that monetize better. And Brands win by offering a high-value incentive to their consumers while getting complete margin protection on the offer itself. Publishers and Brands walk away with greater insights into consumer preferences towards games and offers.