

Wooga Partners with Kenshoo Gaming to Drive 500% Increase in Installs for Pearl's Peril

BACKGROUND



Founded in 2009, Wooga has become one of the most popular developers of casual mobile games in the world. Based in Berlin, employees from more than 40 nations develop high quality puzzle, simulation and hidden object games for a global audience. Wooga's focus is on regularly creating free-to-play hits such as Jelly Splash, Pearl's Peril and Diamond Dash. Most recently, Wooga released Bubble Island 2 for iPhone & iPad and Android.

Kenshoo Gaming partnered with Wooga in March 2016 after winning a competitive head-to-head trial.

CHALLENGE

Pearl's Peril, a hidden object game, is one of Wooga's most successful releases and had been active for a number of years. The core market had been women over 35 years in North America. However, its popularity meant it was getting harder to generate new traffic at this point. Wooga's challenge was to grow the game as much as possible, while maintaining a profitable balance between cost-per-install (CPI) and ROI. The team chose to invest heavily on Facebook and to focus on app events (i.e. user engagement within the game) rather than simply optimizing towards installs in order to maximize ROI.

SOLUTION

Wooga made extensive use of the Kenshoo Gaming platform's many functions to reinvigorate the success of Pearl's Peril.

Precise Targeting

Kenshoo Gaming's advanced optimization offered Wooga the specific optimization and targeting it needed to optimize for in app events – in this case, users most likely to make an in-game purchase and complete the tutorial. The Facebook algorithm enabled Wooga to target these people with high precision, and the additional layer of the Kenshoo Gaming algorithm enabled Wooga to configure a set of goals to manage the delicate balance between cost per actions and ROI.

World-wide Rollout

While the first phase of the campaign was limited to the US, Wooga soon decided to roll out to the rest of the world. Kenshoo Gaming's algorithm made scaling particularly easy, all while maintaining the app event optimizations, due to a unique capability to optimize the ads based on the event location, rather than the adset targeting. This enables setting per country goals, even when the targeting is world-wide by prioritizing ads that are driving users from the preferred countries more than others.

A/B Testing

Using the sophisticated A/B testing tool within the platform, Wooga was able to extensively test multiple creatives (e.g. static images vs. horizontal videos vs. vertical videos on mobile), to see which performed best, and to quickly react and optimize towards this. Audiences were split across campaigns and analyses carried out to see what was performing best. Kenshoo Gaming is integrated into Wooga's own internal tracking tool for reporting purposes.

RESULTS

Just one month into the campaign, Wooga saw Pearl's Peril installs increase by almost 500% from 700 to 4000 per day. Cost per install was reduced by 60%, while retention and engagement in the app increased by 35%.

Running campaigns also became much easier, managing multiple products across numerous countries, with many assets and creatives. Kenshoo Gaming automation enables Wooga to quickly react to poorly performing campaigns and automatically switch to better performing ones – while always focusing on app events as the goal.

Fast and easy communication with Kenshoo account managers means that there is always someone available if there are questions about features or functionality.

Wooga is continuing to roll out the Kenshoo platform to other games. There are also plans to do additional extensive A/B testing around creative to further optimize campaigns.

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