GAMING

GREE Scales Global Relaunch of DragonSoul with Kenshoo and Facebook's Worldwide Targeting

BACKGROUND

GREE International Entertainment is the global leader in free-to-play games, available on iOS and Android. GREE combines mobile gaming with social networking to empower millions of gamers around the world to play what they want, when they want, and compete for the top leaderboard position with friends.

CHALLENGE

On October 6, 2016, GREE acquired DragonSoul, the critically-acclaimed mobile role playing game (RPG) developed by PerBlue. Since then, GREE has been running their Facebook ads for Dragon-Soul through Kenshoo Gaming to acquire new users, and improve in-app monetization. The challenge with existing games, is acquiring new users in a saturated market, and encouraging in-app purchases to recoup the cost of a typically aggressive user acquisition strategy during launch.

SOLUTION

Ad Creation and Campaign Management
Scaling quickly without losing their user base was crucial for GREE to maximize the success of DragonSoul's relaunch. With Kenshoo Gamings' new creative builder and ad creation flow, GREE was able to launch over 600 ads in 86 campaigns on a single day. Kenshoo Gamings' Copy Campaigns, Copy Ad Sets, and Refresh Creatives' single flow continuously maintained this scale. The marketing team also lowered campaign management overhead by using automated tools to sync their Seed Custom Audiences, and the automated lookalike audience creation tool - allowing them to easily create lookalikes for over 200 countries in different ratios in a single flow.

Worldwide Targeting
Facebook's worldwide targeting solution opens reach globally and uses an advanced algorithm to allocate traffic according to their optimization goal and bids. By using this capability, GREE was able to expose DragonSoul to new regions that the game would have never otherwise reached. After identifying these regions, GREE utilized the Kenshoo Gaming campaign tools to easily create lookalike audiences in 250 countries, allowing for quick scalability.

" Worldwide targeting opened the world to new pockets of users we otherwise would have never discovered and Kenshoo Gaming armed us with the tools to acquire these new users profitable."

— Yuko Edwards, Director of Marketing, User Acquisition

In-app Optimization

GREE allocates 34% of budget ad sets optimizing towards installs and 66% to ad sets optimizing towards in-app events. They found that the quality of users is higher when they optimize towards deeper funnel events as there are more data points about what type of user will make a purchase. Using an aggressive bidding structure, they were able to counterbalance having a smaller market to acquire from and reach more qualified users at a lower cost-per-engagement.

RESULTS

Finding and acquiring new users for an existing game can be costly. However, since taking over DragonSoul and applying worldwide targeting, GREE has seen a decrease in cost-per-install by 24% and a decrease in click-to-install by 41%. Additionally, using in-app engagement with an aggressive bidding strategy, they have decreased cost-per-purchase by 64% and increased install-to-purchase by 105%.

24%
Decrease in Cost-per-Install

64%
Decreased in Cost-per-Purchase

105%
Increase in Install-to-Purchase Ratio