

# Mobile Gaming Company Uses Simulmedia to Increase Acquisition and Monetization

## THE CHALLENGE:

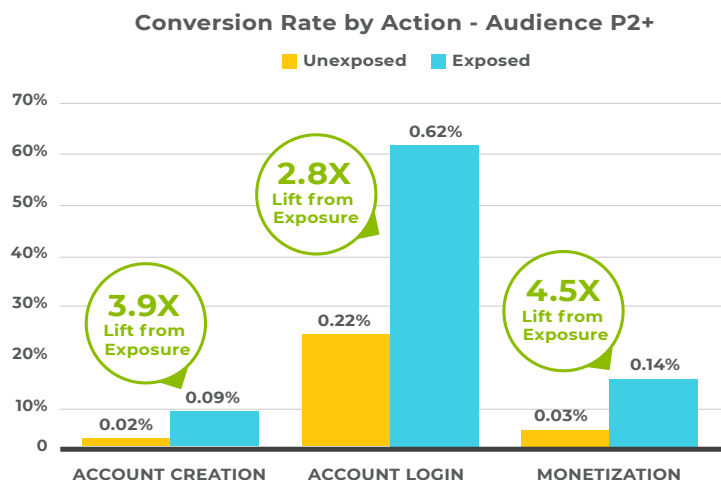
After running digital-centric campaigns for years, this mobile gaming company had run out of room to scale. Looking for additional ways to reach both new and existing customers, and to get those customers to monetize at a higher rate, they turned to Simulmedia.

## GOAL:

Determine if national TV advertising could supplement digital campaigns by acquiring new players, winning back lapsed customers, and driving in-game monetization for an established, "freemium" mobile game.

## SIMULMEDIA SOLUTION:

The client wanted to apply some of the fundamentals of targeting and reporting found in digital to TV, so we used our advanced TV software to match the client's first-party customer data with our nationally representative viewing panel to create a custom target audience. This enabled us to develop a detailed forecast of the programs these existing customers were predicted to watch during the duration of the campaign. This critical insight fueled a reach-maximizing media plan that called for advertising on 53 networks—many more than the traditional TV media plan would buy.



## RESULTS:

The campaign reached almost 17M people in the target audience and resulted in demonstrable lift for account creation, login frequency, and in-game monetization. Notably, those exposed to the ad not only monetized at a higher rate, they spent more money on in-game purchases, as well.

## Better Targeting. Better Results.

Exposure to the campaign resulted in:



# 4.6X

higher acquisition  
rate for new users



# 4.1X

higher winback rate  
for users who hadn't  
played in 2-4 weeks



# \$1.31

ROAS from a 4.5X  
greater monetization  
rate & increased  
in-game spending

**Want to learn how Simulmedia's advanced advertising TV solutions can help you reach more customers?**

Simply email us at [info@simulmedia.com](mailto:info@simulmedia.com) or visit [www.simulmedia.com](http://www.simulmedia.com).