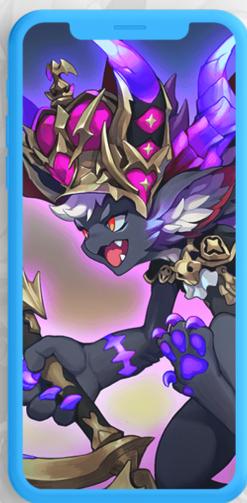


CASE STUDY

HIGHBROW PARTNERED WITH EDGE SOCIAL TO BOOST EXPOSURE FOR ITS RPG APP & INCREASE RETURN ON AD SPEND.



highbrow

THE BACKGROUND

Highbrow (하이브로) is a Korean mobile game and app developing company. Established in 2009, the company has released many highly influential mobile app games. Highbrow's most popular game, Dragon Village, is one of the most downloaded mobile games in Korea.

Highbrow partnered with Edge Social to boost exposure for its RPG app while simultaneously increasing return on ad spend.

THE GOAL

THE STRATEGY

To boost app exposure and engagement, Edge Social leveraged its in-house creative studio, which designed a variety of personalized story and video ads depicting the gameplay, for multiple markets.

The media plan, which was part of the marketing strategy, included several media channels, such as Facebook, Instagram & Google.

Edge Social's team used Google's "UAC for Actions" targeting advanced events. It has also made the most of the app install campaign objective on Facebook, combining it with event value optimization.

Utilizing its cutting-edge technology, Rampix, which provides user segmentation by depositor types, Edge Social managed to target more high-quality players and, therefore, increase the return on ad spend.

RESULTS

INCREASE IN ROAS	LOWER CPI RATE	NEW APP PLAYERS	INCREASE IN HIGH-QUALITY PLAYERS
186 %↑	20 %↓	+ 130K	119 %↑

"User acquisition for gaming apps is time-sensitive and very competitive. It is important to react to market changes quickly and accurately to outdo your competitors and get better results.

Edge Social has proven to be a great partner for us to reach these goals. Their highly professional team delivered excellent results on Google UAC. By successfully leveraging Edge Social's industry knowledge, creative production, and optimization expertise, we've improved our performance KPIs."

highbrow



MEET EDGE SOCIAL

Edge Social is a performance-driven world leader in mobile app user acquisition and monetization that uses its know-how, exclusively operated digital assets, data science, proprietary technology, and in-house creative lab to create highly targeted campaigns and acquire paying users for leading mobile apps in a wide variety of verticals.

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