

CASE STUDY

WONDER PEOPLE PARTNERS WITH EDGE SOCIAL TO GLOBALLY LAUNCH ITS NEW GAME, MEGA HIT POKER



BACKGROUND

Korean game developer, Wonder People, was looking to partner with a global marketing company to launch its new social casino app in the US market. Edge Social was the perfect match to achieve this goal, thanks to its game publishing experience and a full spectrum of game publishing solutions, such as strategy, creatives, marketing and multi-channel distribution across Facebook, Instagram, Google and direct media.

Edge Social provided a full spectrum growth strategy, leveraging proprietary Facebook, Instagram, Google, media buying ad technologies and expertise. Complementing the media buying with advanced campaign management, user segmentation, optimization, and creatives along with an in-depth knowledge of the global social casino market, Edge Social helped Wonder People achieve success.

STRATEGY

TURNKEY GAME PUBLISHING SOLUTION

Managing all aspects of growth, including strategy, media planning, distribution & monetization

GOOGLE UAC Strategizing, building, and managing UAC to achieve different objectives and drive installs and conversions. These campaigns included both UAC for installs and UAC for actions.	FACEBOOK APP INSTALL ADS Leveraging Rampix, our in-house Facebook technology platform, to adopt advanced optimization features across various Facebook placements.
PUBLIC RELATIONS By utilizing our business relationships with leading global gaming publications, we were able to promote Mega Hit Poker, thereby increasing their brand recognition.	AUDIENCE GENERATOR Leveraging our exclusive, segmented audiences to successfully create value-based lookalikes to target high-value players and increase ROAS.
CREATIVE LAB In-house design and production of themed videos, playable ads, and banners to run across multiple platforms, including Facebook, Instagram, Google, and media buying.	GAME ECONOMY Performing product analysis and game review resulted in a detailed report of actionable adjustments, the implementation of which improved player retention and LTV.

RESULTS

GLOBAL EXPANSION	GOAL ACHIEVEMENT	ROI
15 ↑ REGIONS SUCCESSFULLY LAUNCHED	100 % EXCEEDED CAMPAIGN TARGET	200 % EXCEEDED ROAS TARGET

"When we decided to launch our new game, we were seeking a global partner with mobile gaming and performance marketing expertise that can really help us. Edge Social has been helping us with our go-to-market strategy and media plan from day 1. Their great attention to detail and professionalism are highly appreciated. We enjoy their timely support and frequent communication, and looking forward to continuing this fruitful collaboration."

Borami Lee, Game Business Team



MEET EDGE SOCIAL

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

CONTACT US

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