

Jump Ramp Games Case Study

LUCKTASTIC'S FULLY INTEGRATED, NATIVE ADS BOOST RETENTION AND ROI FOR APP DEVELOPERS.

Native ads combine the power of real discovery with intent.

Objective:

Use a creative approach to UA while maintaining strong retention & ROAS

Scopely, one of the leading mobile game developers in the world, was looking for creative and engaging ways to acquire quality users for the Walking Dead – Road to Survival, while maintaining strong retention and ROAS.

Solution:

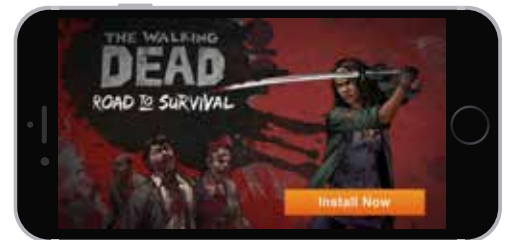
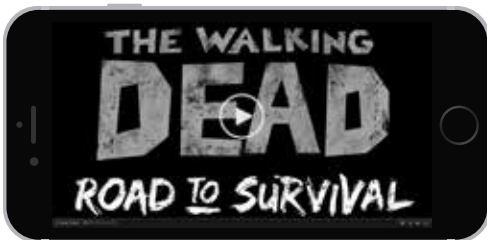
Fully integrated, native advertising with direct publishers

Working with Jump Ramp Games and their community of passionate users on Lucktastic, the teams got together to create a fully integrated "Zombie Scratch Card" experience including a video and app install component. The campaign netted impressive results from day 1.

Results:

Exceed target goals for both retention and ROAS

Jump Ramp's native ad campaign exceeded target goals for both Retention & ROAS. Jump Ramp's native ad outperformed Scopely's ROI goals by 5%+.



"Scopely is always looking for innovative ways to market our games to new users and we appreciate Jump Ramp's creative approach to UA. They have been a partner who's been able to achieve our goals with their new integrated native ads!" - Scopely

"As the marketplace continues to become saturated with app install campaigns, we feel it is important to look to unique opportunities outside of ad networks to connect with new audiences." - Scopely

"We're happy to be working with an industry leader like Scopely on our new native ad unit. It's a unique opportunity for studios to get creative with truly, native ads. And the strong performance has exceeded expectations." - Jump Ramp Games