



GAMEFEST

2018

Case Study: Kwalee

ROAS optimizer based on UAR



Ryan Davies

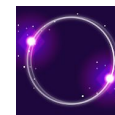
Digital Marketing Manager, Kwalee

Who is Kwalee?

- **Founded in 2011 by David Darling, co-founder of Codemasters.**
- **Named after David's grandfather's sailing boat**
- **Independent, hyper-casual mobile game developer**
- **40M+ downloads in Q3, and expanding to publish third-party**
- **Hit titles include: Go Fish!, Plank!, and Looper!**



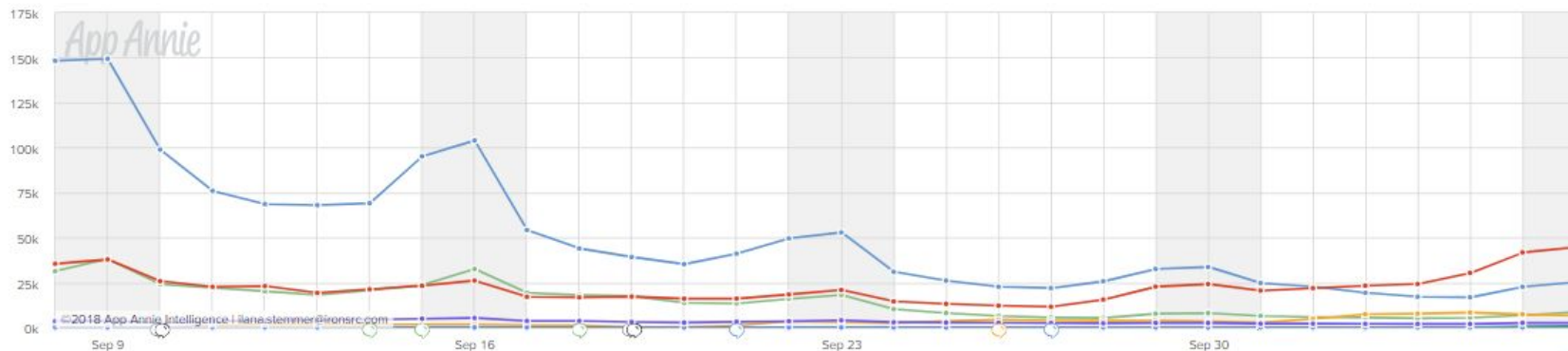
Go Fish
#1 in all apps



Looper!
#2 in all apps



PLANK!
#1 in all apps



ROAS Optimizer

Before

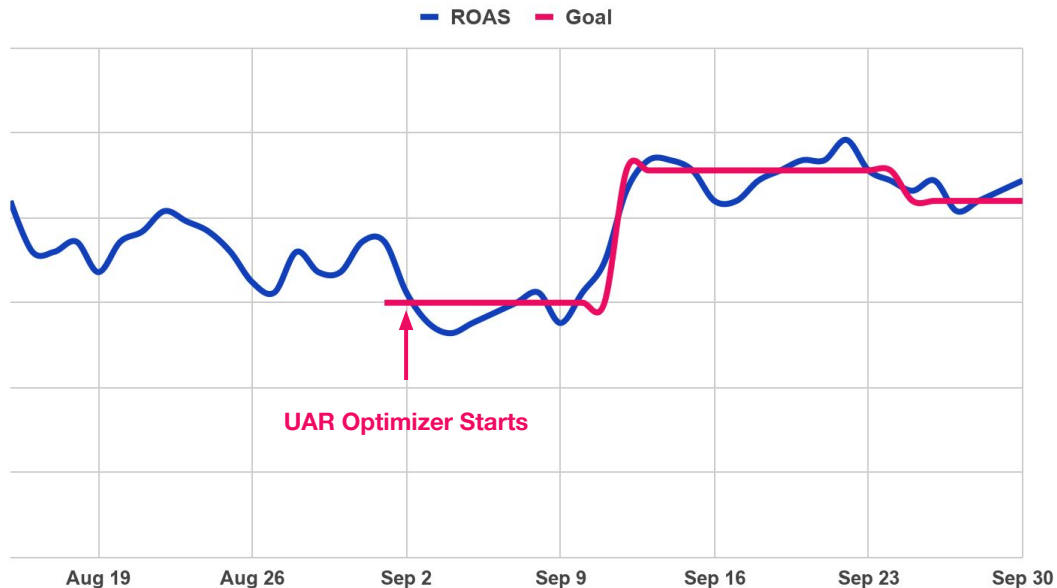
- No ROAS data per source
- Bidding based on average LTV
 - 1 bid for all users, per geo
- Infrequent bid updates

After

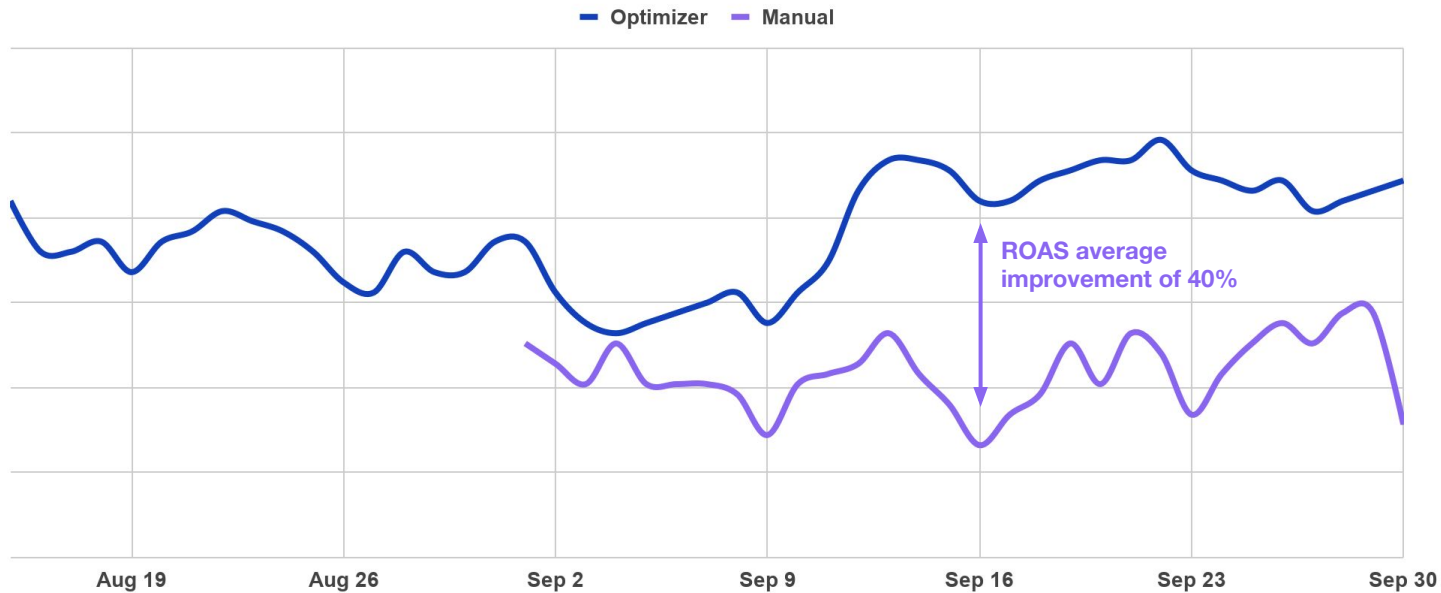
- Full ROAS data per source (iS Mediation)
- Bidding based on real user quality
- Using an automatic bid optimizer to meet ROAS goals

US iOS ROAS vs. goal

- ROAS goal adjustments to improve profitability
- Quick reactions by the ROAS Optimizer
- Similar CPIs with better ROAS results

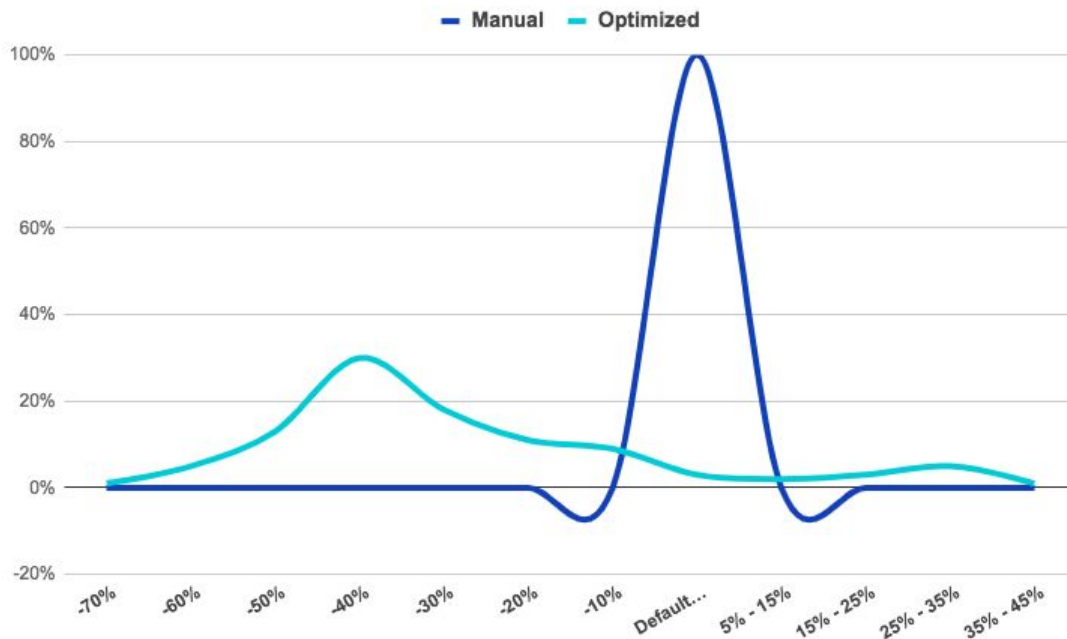


Optimizer vs. manual optimization



Bid distribution

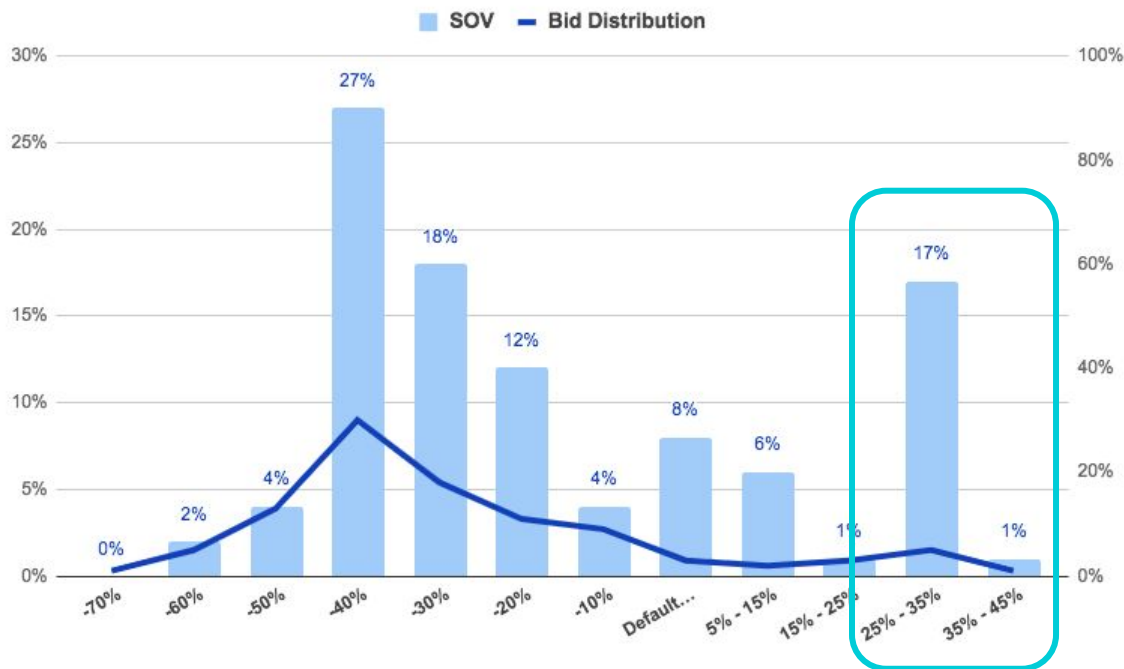
- Top apps run with **7x** bid based on ad revenue ARPU



High quality apps

- 6% of apps generate 18% of the installs
- Bid where it counts

Bid Distribution vs. Share of Voice



Key takeaways

- **Challenge in defining ROAS goals**
- **Bidding based on REAL user quality for the first time**
- **Increasing scale where it matters**
- **No manual work thanks to automation**
- **Rolling out on more titles**



Thank You

