

# Case Study

## Gamelight: \$3M/month AI Campaign for a Top Grossing Mobile Game

### Overview

Gamelight's AI Platform is the 1st mobile marketing platform that relies solely on **AI Algorithms and Mechanics to optimise marketing campaigns**. The algorithm is able to self-adapt and optimizes marketing campaigns without any human intervention, redefining the way mobile marketing campaigns are handled.

Gamelight's AI Algorithm analyses vast amounts of data, including users' app usage data, demographic data and behavioural patterns to drive high engagement and monetization to partner games.

### Goals

We partnered with one of the largest **RPG mobile game** publishers globally, with multiple titles in the **Top 100 Grossing** charts in the US.

The publisher allocated a **\$3M budget** and wanted to scale one of their titles in the US on Gamelight's game recommendation platform, receive 150.000 installs within a month and reach short-term and long-term ROAS goals below:

ROAS D7: **12%**

ROAS D30: **23%**

### Execution

To achieve the partner's goals, **we utilized our AI algorithm** to create user profiles to identify intersections between highly engaged users of the game and potential new users whom we can introduce to the game. We predict that audiences with significant overlap will exhibit positive behavior within the game, leading to sustained engagement.

The algorithm's objective is to deliver the highest possible performance by maximizing ROAS, ARPU, Engagement rate, and Retention rate for promoted titles.

### Results

We delivered **150.000 installs during March 2023 in the US** reaching partner's advertising budget for the campaign. We not only met partner's ROAS goals, but exceeded them significantly by landing at

ROAS D7: **15.5%**

ROAS D30: **28.7%**

With the power of our advanced AI algorithm, **we have surpassed our partner's ROAS targets by a significant margin**, while delivering substantial volumes of new users to the promoted title.

Furthermore, we achieved a remarkable **410% increase in ARPU and 490% increase in ARPPU** compared to what the partner typically achieves on their game through other channels.

This enabled the game publisher to maximize their returns from the limited user base, considering the market saturation that occurs with their well-known titles. By leveraging our loyalty platform solution, they are able generate 4-5 times higher revenues from the same user base size, unlocking significant potential for their game.