



InnoGames: How to reach a highly profitable audience and ensure App downloads growth



Objectives

- App Downloads
- New Gamers

Vertical

- Entertainment

Solution

- Lookalike Audiences
- Device & OS Targeting*
- Server-to-Server Integration

*Available to select marketers only

Overview

InnoGames is a video game company specializing in Desktop and Mobile games. Their games are Free-to-play but also offer in-game purchases. Targeting qualified users most likely to make in-game purchases and measuring their profitability over time (Life Time Value) is core to their marketing strategy.

InnoGames collaborated with Outbrain, the leading Discovery platform in France and around the world, to promote "Forge of Empires", a city-building strategy game. Depending on the device, the user was redirected to either:

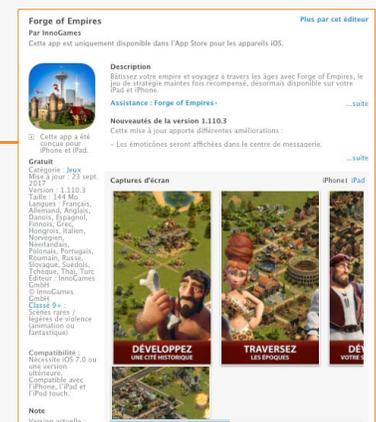
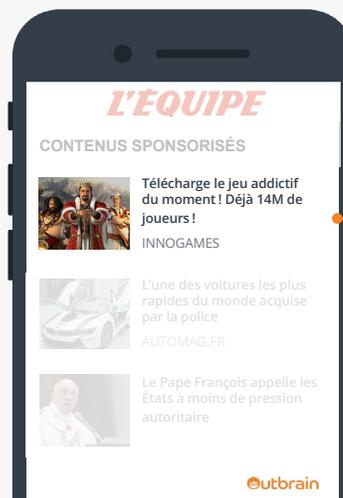
- An engaging Landing Pages hosted on the InnoGames site;
- Directly to the App Store or Google Play Store.

To ensure they reach the right audience on the right device/OS and maximize the profitability of each new user, InnoGames leveraged several of Outbrain's targeting capabilities: OS targeting (Desktop vs. Mobile, Android vs. iOS), Lookalike Audiences (targeting of similar profiles), and Audience Exclusion (targeting restricted to new gamers). In addition, InnoGames was able to measure and optimize the performance of its campaigns with a Server-to-Server integration.

Results

+15 %
Life Time Value/Gamer VS. Other Channels used (iOS campaigns)

+200K
New Gamers (App & Desktop)



Experience

"It is essential for us to be able to reach the best players for our games. Outbrain's ability to deliver large volumes of quality traffic across multiple countries, combined with its range of targeting tools, has allowed us to engage our target audience and maintain healthy growth and profitability. As a result, we have been able to scale our investment efforts by a factor of 10 over the past 6 months."

Erich Detert, Marketing Manager, InnoGames