

Webgames Entrusts Appness with Engaging Users to Solve the Secrets of Ghost Town and Grows Revenue by 270%



“Appness is the only platform that can guarantee transparency and 100% brand-safety. With fraud being a global problem, especially when it comes to working with video networks, Appness acts as a guarantor of quality by settling all fraud issues between media buyers and advertisers. If Appness opens new business verticals, we will be happy to expand our collaboration.”

— Maxim Shatilov, Chief Revenue Officer at Webgames

INDUSTRY GameDev

COMPANY Webgames



Webgames is a publisher and developer of free-to-play games. From the time the company was established in 2010 to the third quarter of 2013 they published over 35 games for other teams. In 2013, they began developing their own apps, and the first game launched on Facebook became an instant hit: within 6 months “[Ghost Tales](#)” made it into the top 20 grossing Facebook games. In 2015, Webgames focused on the development of mobile games for [iOS](#) and [Android](#), and by mid-2016 they had launched their most successful game, “[Ghost Town Adventures](#)”, which has shown stable growth on all mobile platforms since day one.

ABOUT APPNESS

Appness recognizes the challenges businesses face in implementing Facebook ad campaigns and maintaining a consistent creative strategy. To address this, Appness has developed a revolutionary platform that provides mobile advertisers with access to the human cloud: freelance creative teams and media buying talent ready to share their creatives and local expertise. Headquartered in Cyprus, Appness currently works with over 1000 media buyers and more than 100 advertisers worldwide.

THE BUSINESS CHALLENGE

Since the end of 2013, when Webgames published their first game, Facebook has been their primary and most valuable source of traffic. With a particular budget and skills in acquiring users, to a certain point Webgames purchased traffic on the Facebook ad platform without assistance from third-party agencies. However, the increased popularity of the apps created new challenges for Webgames in-house team.

When the company started outsourcing to traffic generation services, the main issue they faced was that most of the third-party agencies offered roughly the same conditions based on purchasing of installs. As the marketing efforts of Webgames were mainly focused on ROI increase, and the volume of installs was not closely aligned with their business priorities, the team considered the CPI model outdated and impractical. They needed to find a solution that would not only guarantee a high volume, but also ensure that their investments in Facebook would ultimately pay off.

THE APPNESS SOLUTION

In January 2017, Webgames entrusted promotion of their most popular game, “[Ghost Town Adventures](#),” to [Appness](#). The company offered to Webgames alternative payment models such as CPA and RevShare that proved to be more reliable and mutually beneficial

“Appness account managers offered us an opportunity to work on a CPA model and to pay only for unique in-app purchases. That was exactly what we were looking for. The Appness team showed us not only a personalized approach, but also the willingness to undertake financial risks, rather than just take the advertiser’s money for poor quality installs” said Maxim.

The selected model created a safe environment for a win-win collaboration. Webgames protected their budget from inefficient spending, since payouts were to be made only for unique in-app purchases. For their part, the Appness media buying team was given more room for testing new creatives and targeting ROI-positive campaigns.

“When investing money in Appness, we are confident that we will get only high-quality traffic that converts and boosts our ROI. From a revenue standpoint, Appness campaigns meet our targets. Another important thing is that all the processes are absolutely transparent and secure, so we have every reason to consider Appness a reliable partner.”

Leveraging Appness Approval Center, Webgames can review all creatives submitted by media buyers and either approve or reject them. This ensures that all the campaigns fully comply with the company’s policy.

“The Appness “Pre-approval of Creatives” feature is a huge advantage. It makes the process of interaction with media buyers extremely transparent

CHALLENGE

After entering the global mobile app market, Webgames reached a point at which internal resources were no longer sufficient to meet emerging needs. The company began working with third-party agencies to purchase traffic on Facebook, but they faced numerous difficulties, including lack of reliable payment models and transparency in measuring the results. Most agencies in the industry offered roughly the same conditions based on purchasing of installs. Webgames, however, was focused mainly on a ROI increase, and a CPI model was not closely aligned with company's business priorities.

SOLUTION

In January 2017, Webgames was introduced to Appness and its more cost-effective and risk-free solution. After in-depth study of the app and its audience, the Appness account managers proposed working on a CPA and RevShare basis. With the analytics provided, the Appness team developed an incremental advertising strategy that enabled Webgames to target the audience with maximum precision and keep ad campaigns ROI-positive.

RESULTS

- ✔ In one month, Appness lowered the cost per unique paying user by half
- ✔ Over the period of collaboration, the volume of unique purchases increased by 230%
- ✔ The company achieved a consistent LTV increase within their target range of 130% MoM
- ✔ The revenue from users acquired by Appness increased by more than 270%

and convenient. With this, we can get insights on what offers the Appness team is currently running and how they are performing compared to ours," added Maxim.


Unlike other advertising agencies, Appness delves deep into app analytics to understand common user behavior patterns and factors affecting the decision to install the app or to make an in-app purchase.

"Our in-house team is well experienced and has a clear understanding of Facebook functionality. But still there's a lot that we have learned from Appness: new approaches, ideas and ways of implementing them. The quality of traffic the platform drives is very high. That's crucial for short-term goals, and the knowledge base we create on a daily basis is important for lasting business impact," explained Maxim.

THE RESULTS

- ✔ **Webgames achieved a 2X lower cost per unique paying user**
By agreeing to work on the CPA and RevShare model, the Appness team undertook certain financial risks. Nevertheless, by the end of March 2017, just in a month after commencing work with Webgames, Appness had lowered their cost per unique paying user by half from \$60 to \$28.
- ✔ **The volume of unique purchases grew up by 230%**
Over the first quarter of cooperation, the volume of unique purchases grew up by 230% and continues to grow each month. Appness is now the major advertising partner of Webgames and generates about 60% of the traffic volume among other partners.
- ✔ **LTV increased by 130%**
With the help of Appness, Webgames achieved stable LTV growth within their target range of 130% month over month. One of the company's main goals is to come up with a repeatable business model that can be applied to all future products. Webgames expects to make new games many times more successful than existing titles in terms of LTV.
- ✔ **The revenue increased by more than 270%**
In three months, the users acquired by Appness generated increase in revenue of 270%. Along with other advertising partners and Webgames in-house team, Appness media buying experts help the company maintain steady revenue growth and meet new business goals.

"In a market where everyone sells clicks and installs, Appness is shaping the future: sooner or later all market players will come to the CPA model. I hope this will happen pretty soon. Until then, Appness is one step ahead of their competitors, so I think in the future there will be a lot of space for the platform to grow into," stated Maxim.

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Global Partners

