



# 100 million downloads with adjust



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ELEX worked with adjust to track and measure their aggressive promotion for Clash of Kings. By utilizing adjust's comprehensive and flexible tech stack, they were able to optimize against low quality traffic, measure installs from all sources including television, and create a sustainable environment for continued game promotion and user acquisition. Since their launch in 2014 on Android and iOS, the game has hit over 100 million downloads.



## Leaders of the Chinese gaming app industry

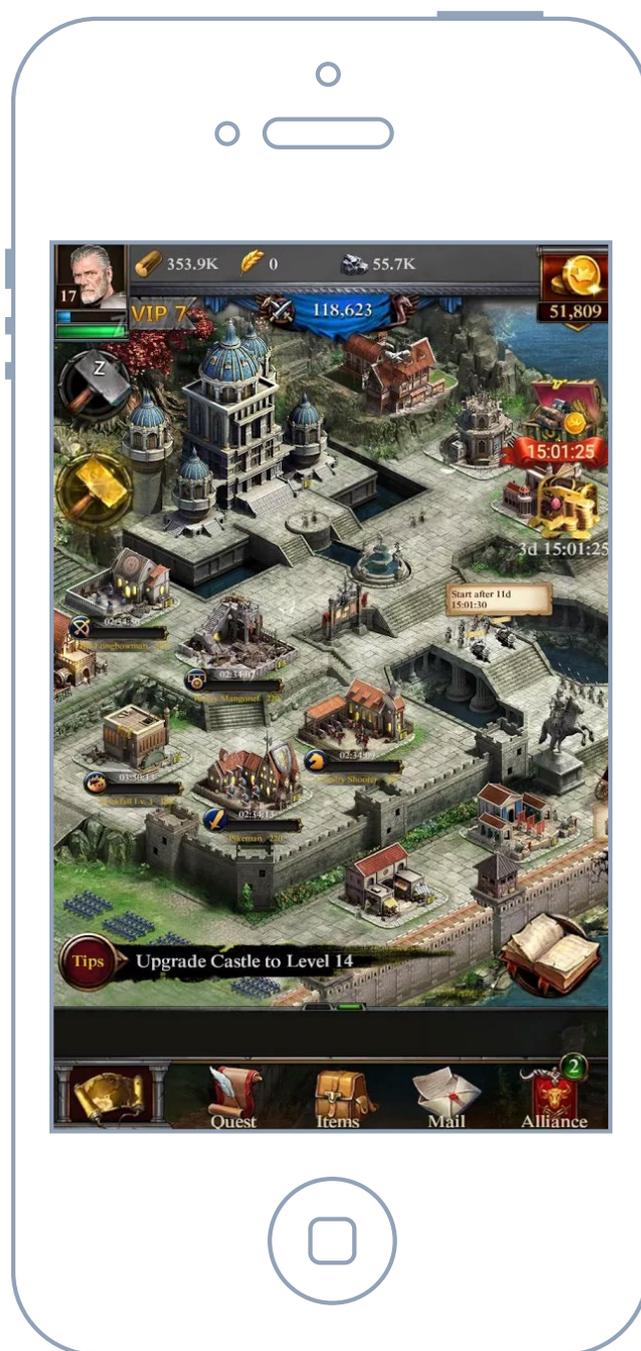
ELEX was established in 2008, in China. Founded with a focus on the overseas market, ELEX has since become a benchmark in the globalization process among Chinese internet companies. ELEX has over 500 employees divided among their Beijing headquarters and offices around and out of China, across Hefei, Shanghai, Hong Kong, Taiwan and Brazilian Sao Paulo.

ELEX was the first Chinese company create its own game distribution team with the goal of disrupting the monopoly European and American companies had on social network gaming. They overcame problems like cross-national payment and customer service to become the first in China's history to independently distribute a self-developed game. Now, ELEX uses its own distribution capabilities to help other Chinese game companies overseas, creating a new wave in network game globalization in the industry.

## Setting high-reaching goals

ELEX developed a new game called Clash of Kings and after localizing all the content, they were set to do their soft launch in October 2014. They needed to monitor not just where the installs were coming from, but also all the post install activity. This would allow them to fully and effectively optimize campaigns on post-install metrics like retention rate and purchases. ELEX planned on working with all the traditional mobile acquisition partners including Facebook and Google, as well as running television advertising.

"adjust works effectively with the developer. We can track interactions in our app in real-time to see how our users engage over their full lifetime. We can define our own events, drill down into each user segment, and export data wherever we need. adjust puts an emphasis on keeping our data clear and statistically sound. With adjust's cohort analysis, our incoming daily, weekly or monthly cohorts are compared on the same relative basis by analyzing performance at the same time in a user's lifetime, allowing us to quickly find trends and moves of the needle. It really is the tracking platform that 'makes data work for you'. It's time to start a journey on adjust - it will surprise you how outstanding IT IS!"



By integrating the adjust SDK into their apps, ELEX were able to use the flexible event tracking system to tag all of their post-install events. After setting up and tagging their events, they also set up callbacks, allowing them to receive granular post-install data to their own BI platform.

ELEX also used the extensive partner modules offered by adjust to seamlessly integrate with partners like Facebook, Google, Chartboost, Tapjoy and also TV tracking partners like MdotM. These deeper integrations allow them to pass back more information to partners after the install, including all their event data so that further optimization can happen.

Using the partner modules to track TV negates the need to do manual analysis of campaigns based on data coming from multiple sources and also provides much more granular data than what is typically available from agency reports or manual analysis of organic uplifts. They could actually

compare apples to apples, and measure the overall effectiveness of their TV spots as well as the users that were being generated.

After running a soft launch of Clash of Kings, ELEX were prepped and ready with KPI goals and could launch their game on a global scale.

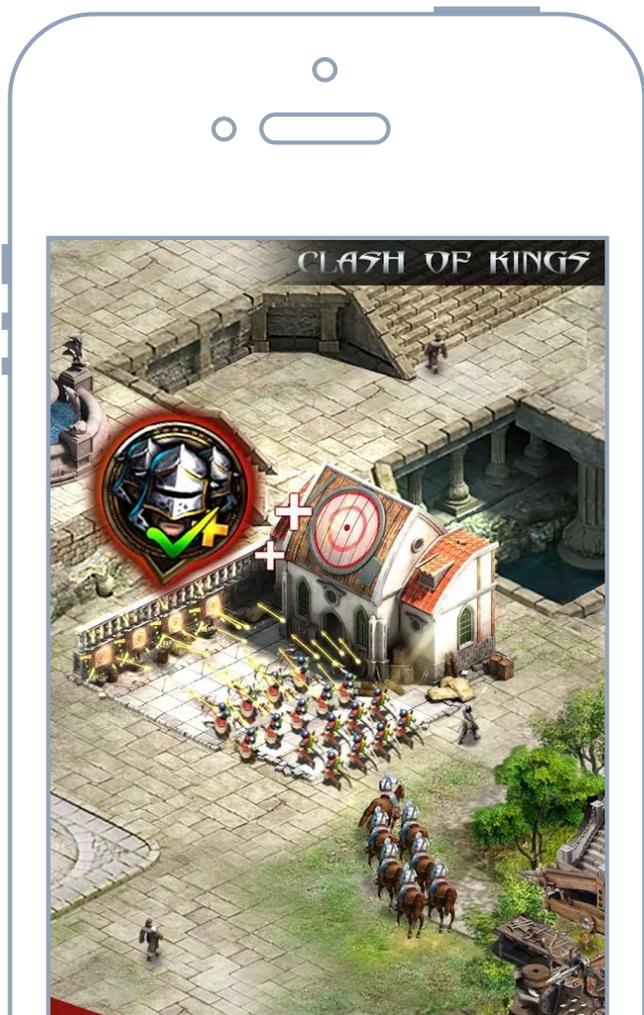
## Real data-driven results

By using adjust's advanced cohort reports, they were able to monitor not just the overall traffic but also the retention rate and other key post-install metrics. The cohort analysis allowed them to pinpoint traffic sources that delivered users with poor retention rates and instead freed up their budgets so that they could only work with the partners who were meeting their KPI goals.

Using the MdotM partner module allowed ELEX to monitor the performance of all TV advertising and actually measure the overall return on investment. They are able to continue to invest in Television adverts with the knowledge that the users generated are incredibly valuable when compared to other sources.

ELEX was able to optimize their traffic based on their own KPIs and from this their overall traffic quality was able to improve by 15% week-on-week, reducing their overall risk and campaign costs.

The consistently high-performing Clash of Kings raced up the Top Grossing charts to grab the #4 spot in 2015. The game's initial success was spread globally as it ranked among the top 5 Google Play games by daily revenue in more than 80 countries, including the United States, United Kingdom, Germany and Russia. The game currently ranks in top 100 in over 150 countries and has over 100 million downloads.



adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 500 networks and partners globally. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally. Clients include Universal Music, Viacom, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

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