



How to land 2 million downloads in under 3 months



Netmarble Turkey utilized adjust's comprehensive, flexible solutions to effectively collect and segment data for optimum results. By strategically deploying adjust's dynamic tracker URL features and using cohort analysis data to modify their techniques in response to user behavior, their Travelling Millionaire game landed the top spot in the Google Play and the App Store for several weeks. Here's how they did it.



Netmarble Turkey, an office of Netmarble Games centered in Istanbul, provides services for game developing, mobile game publishing, marketing, localization, PR as well as QA and IT for gaming and internet sectors.

In May 2015, Netmarble Turkey released their new mobile game "Paramanya / Travelling Millionaire" in the Turkish and MENA markets. Travelling Millionaire is a fully localized version of the popular Korean game Modoo Marble (published in 2013 by Netmarble Games), which has more than 82

million users globally and remains one of the top 10 grossing games in South East Asia.

Travelling Millionaire is a mobile board game where users can build houses, hotels and landmarks in the world's most beautiful cities. Players can enchant or combine character cards, use different kinds of dice, and manage their investments with boost items and bonus games.

The game has a real-time mode and users can play against up to 4 peers online.

Goal

After fully localizing Travelling Millionaire with the 100% exclusive Turkish & Arabic content, Netmarble had a target to reach 1 million players in its initial launch in Turkey. With this big target in mind, Netmarble prepared an aggressive 360-degree marketing plan. Netmarble optimized to reach high numbers of concurrent users (CCUs) to maximize the number of potential matches for multi-player games.

Netmarble's approach included mobile acquisition campaigns, TV advertorials and banners, outdoor advertising, and a combination of viral videos and influencer marketing.

Netmarble wanted to monitor the success of each of their marketing channels in real-time and measure user retention, ROI, sessions and other

KPIs. As the game can be played with up to 4 other users in real-time, they also wanted to measure concurrent users.





About Netmarble Turkey

Netmarble Turkey, an office of Netmarble Games centered in Istanbul, provides services for game developing, mobile game publishing, marketing, localization and PR as well as QA and IT services for gaming and internet industries. Netmarble Turkey also develops, publishes and offers 3rd party support for internet projects in addition to the gaming sector.

About Netmarble Games Corporation

Netmarble Games Corp. strives to enrich people's lives by providing great games to global audiences. Based in Seoul, Korea, Netmarble Games Corp. has produced some of the most successful mobile games such as MARVEL Future Fight, Raven

(Evilbane in U.S.), Seven Knights, Everyone's Marble, and Monster Taming. The company has more than 2,500 employees worldwide, numerous studios and consistently ranks as a top developer and publisher in Asia and globally. Netmarble Games Corp. has a strategic partnership with CJ E&M Corporation, Asia's largest entertainment company, Tencent Holdings, Asia's largest internet company, and NCsoft, a prominent MMO company, as company shareholders. The company is the largest shareholder to SGN, a leading casual game developer.

Netmarble Games Corp. has strong presence in Turkey, Middle East and Africa region with the leading brands such as No.1 game portal Joygame, content portal TicTacTown and popular games such as Wolfteam, Goley, Paramanya, Travelling Millionaire and MARVEL Future Fight.

More information can be found at www.netmarble.com



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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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