



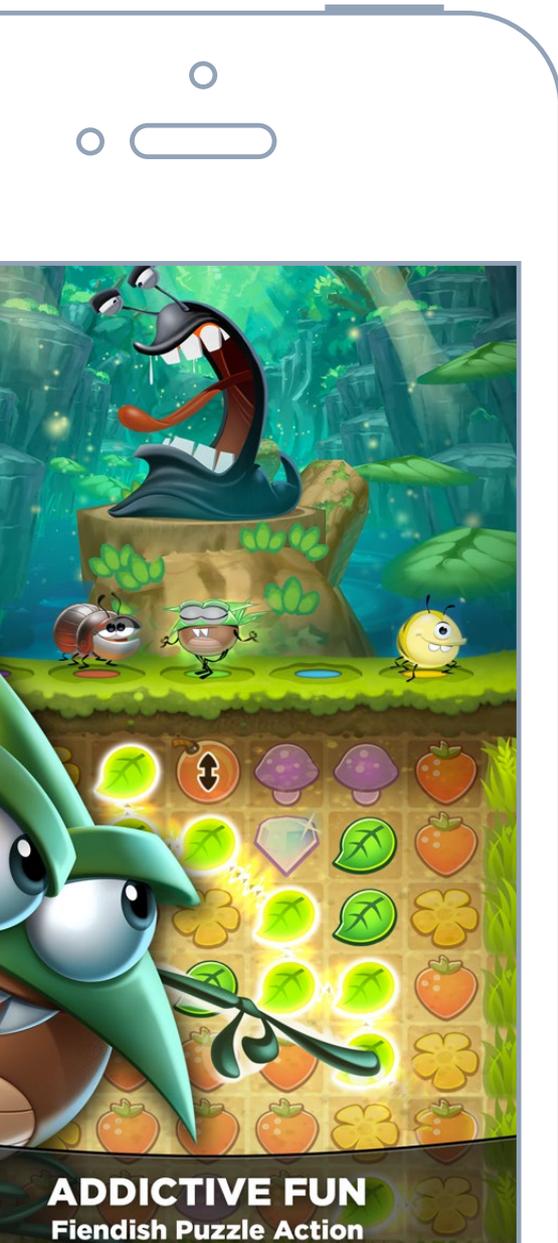
Launching a top-tier gaming title –
with solid analytics on your side



Seriously

Seriously is a mobile-first entertainment start-up focused on building mobile games that are designed to be developed into global entertainment properties. The company's world-class creative team is passionate about great storytelling, unique characters, dramatic conflict, unlikely heroes and building brands that can make a difference.

The company is backed by Upfront Ventures, the premier early-stage venture firm based in Los Angeles, Sunstone Capital, a leading European venture fund, and Daher Capital, a Beirut-based family investment office. Seriously has offices in Santa Monica, California, where business development and marketing are based, and in Helsinki, Finland, where the studio is located.



Goal

Seriously's first title, Best Fiends, was slated for a Q3 2014 release. As the team already included heavy-weight marketing folks from places like Rovio and 20th Century Fox, the acquisition strategy was laid out with a number of key marketing partners.

Each app is always a little different, and what worked perfectly for the last title may not work for the next. Experience meets experimentation.

In order to find out what works best, and then scale the high-performing options, the team needs to try multiple channels and be able to compare their results. The analysis must take into account multiple different aspects of performance – initial conversion as well as long-term engagement – and for the varying creatives, campaigns and messages going out through each channel.

Seriously approached adjust to consistently, comparably track each channel and to drill it down. So how did this work?

“The partner setup takes me two seconds – it's one click in the dashboard, and I've got a new segment for a new partner. Since the network integration is handled entirely by the network, it's completely frictionless.”

Seriously Juha Matikainen, General Manager Finland

Solution

Using adjust's flexible tracker system, Seriously set up each channel by creating a tracker URL for every network. The trackers are the fundamental segment in the Best Fiends dashboard, providing each KPI and metric consistently for each segment, no matter how large or small.

1. Create a set of tracker URLs for each network. Dynamically add parameters to code in additional data that adjust can capture and analyze
2. Network partners easily access just the data they need – by adding their callbacks to the URLs
3. Run the traffic on the URLs. In the dashboard, each segment is analyzed and displayed consistently, allowing for solid comparison.

The trackers are fully and dynamically extensive. adjust trackers can be segmented and sub-divided freely: for each network

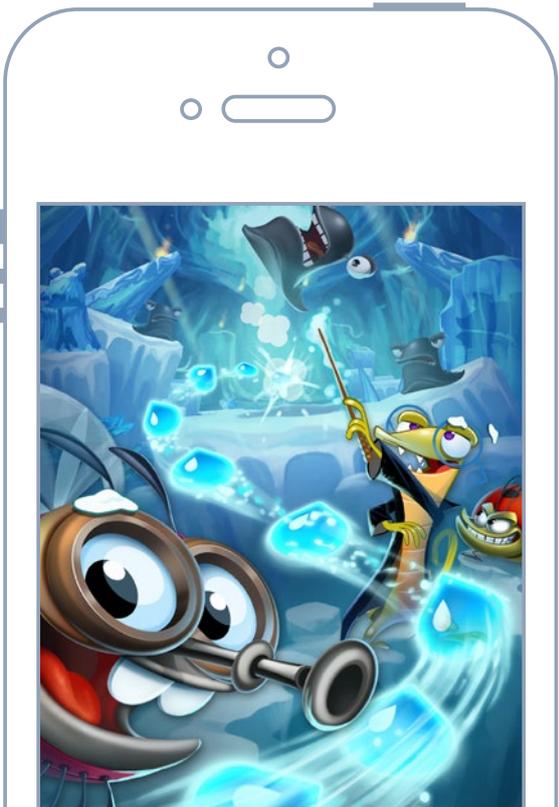
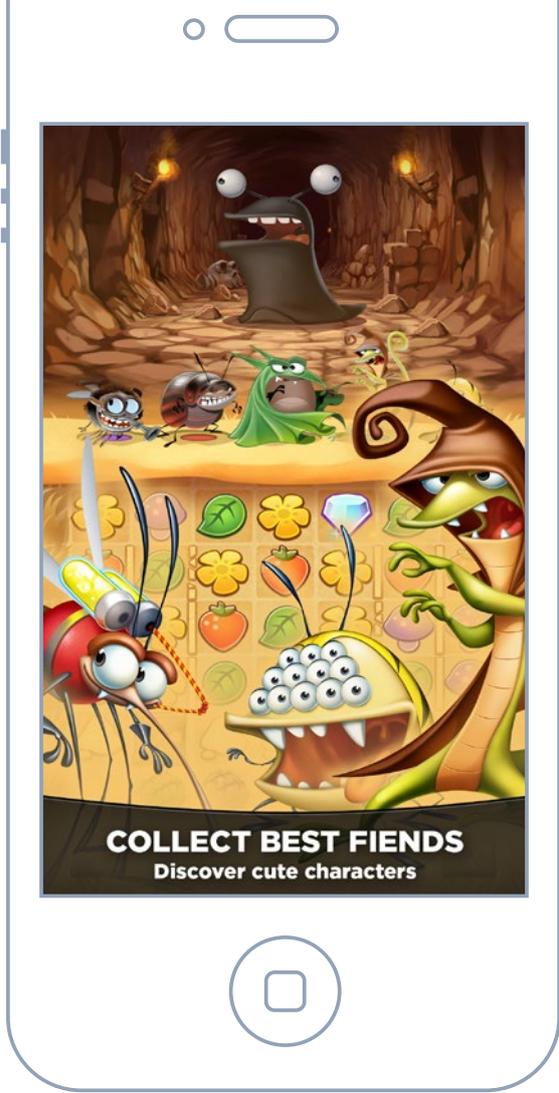
as a whole, Seriously can drill down into the performance of individual creatives and adgroups. Their network partners simply tag each click with the segment data, which adjust captures and analyzes. As the final step, Seriously also integrated Facebook and Twitter UA campaigns with a few clicks of a button, through adjust's deeper partner integrations.

The stats dashboard produces a comparable, consistent analysis of each of the segments that Seriously and their network partners created. Starting with simple conversion KPIs, then moving down the chain: seeing exactly, per segment, how many players converted, how much time they spent playing, how many levels they completed or how many purchases they made. Each ad group, each mobile app card, was displayed in the same consistent and comparable manner, with every cohort metric down the line calculated for each segment.

Result

Best Fiends was launched on October 8th, 2014. The Seriously team softly ramped up UA campaigns all the way up until the holiday season, on some days alone processing millions of clicks through adjust.

As they went along, adjust reported on the conversions and engagement of each segment from each channel. Through a process of elimination, the Seriously team finely worked out which partners delivered the most suitable inventory. By relying on adjust data to show which of their segments were tuned to their most engaged fans, Seriously continued to refine the selection over the 2-month launch period, spanning mid-October to mid-December.



The KPIs affirmed their approach. By optimizing the choice of media partners, the Best Fiends audiences displayed day-7 retention rates improving by 38 %, and the last install-date cohorts during the launch consistently showed 20 % longer sessions in the first week after install.

Best Fiends quickly climbed the charts in App Stores worldwide. As the apptrace Global Rank shows, Best Fiends was a top-100 title - across all Stores - for several key weeks in October and December.



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 400 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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