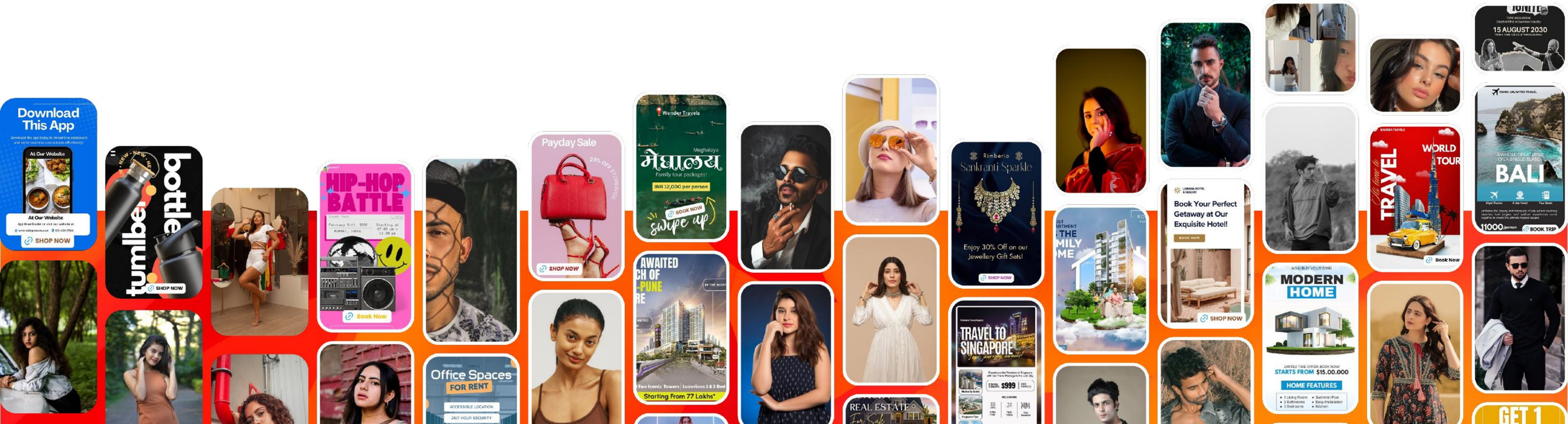
POPBRAIN

User Acquisition for Mobile Games to Reach Millions of Players

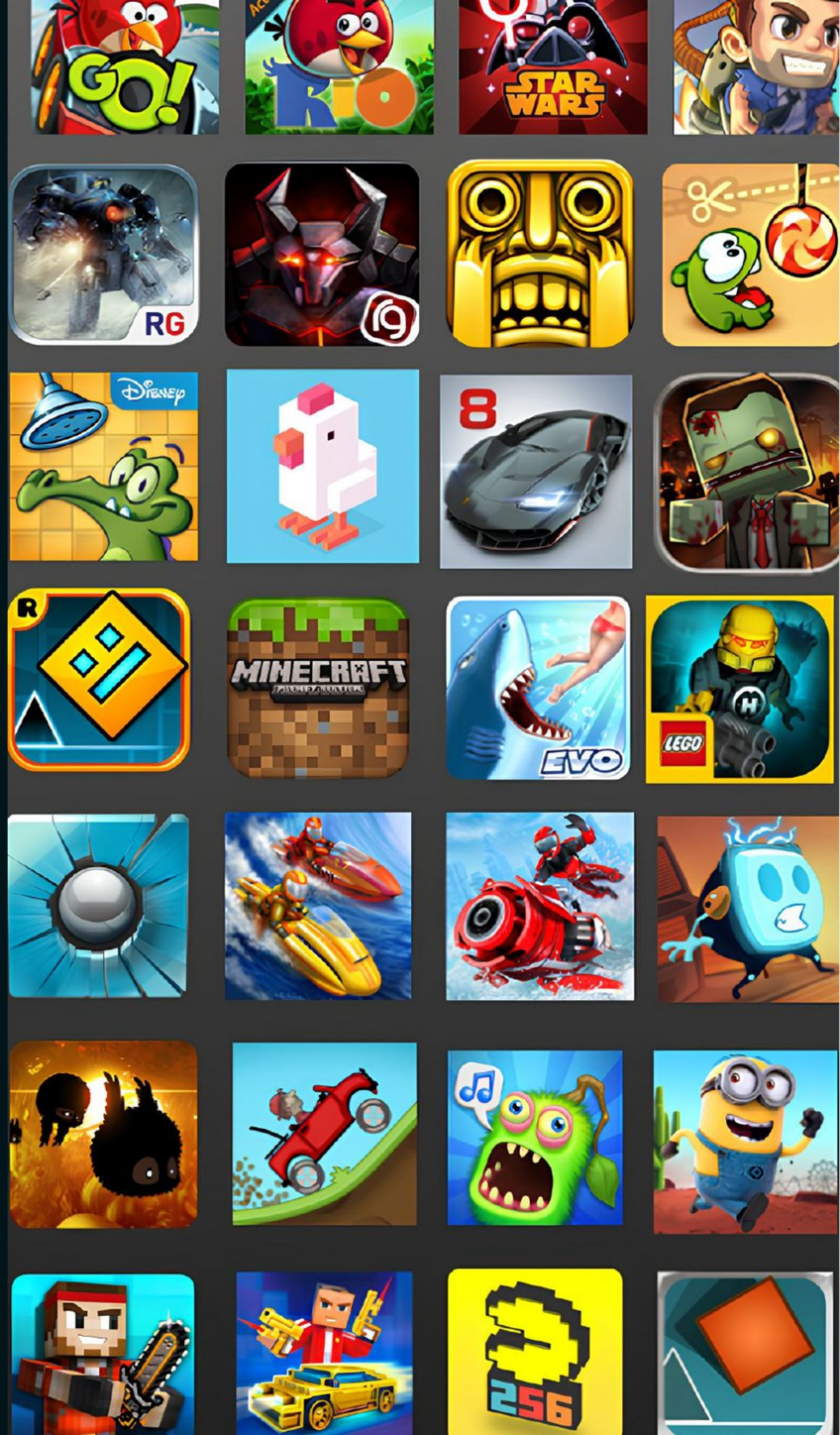


CAMPAIGN OBJECTIVE

Drive high-quality installs at scale for Block Crush & Sand Crush game while maintaining strong retention and low CPI across Tier 2 and Tier 3 markets

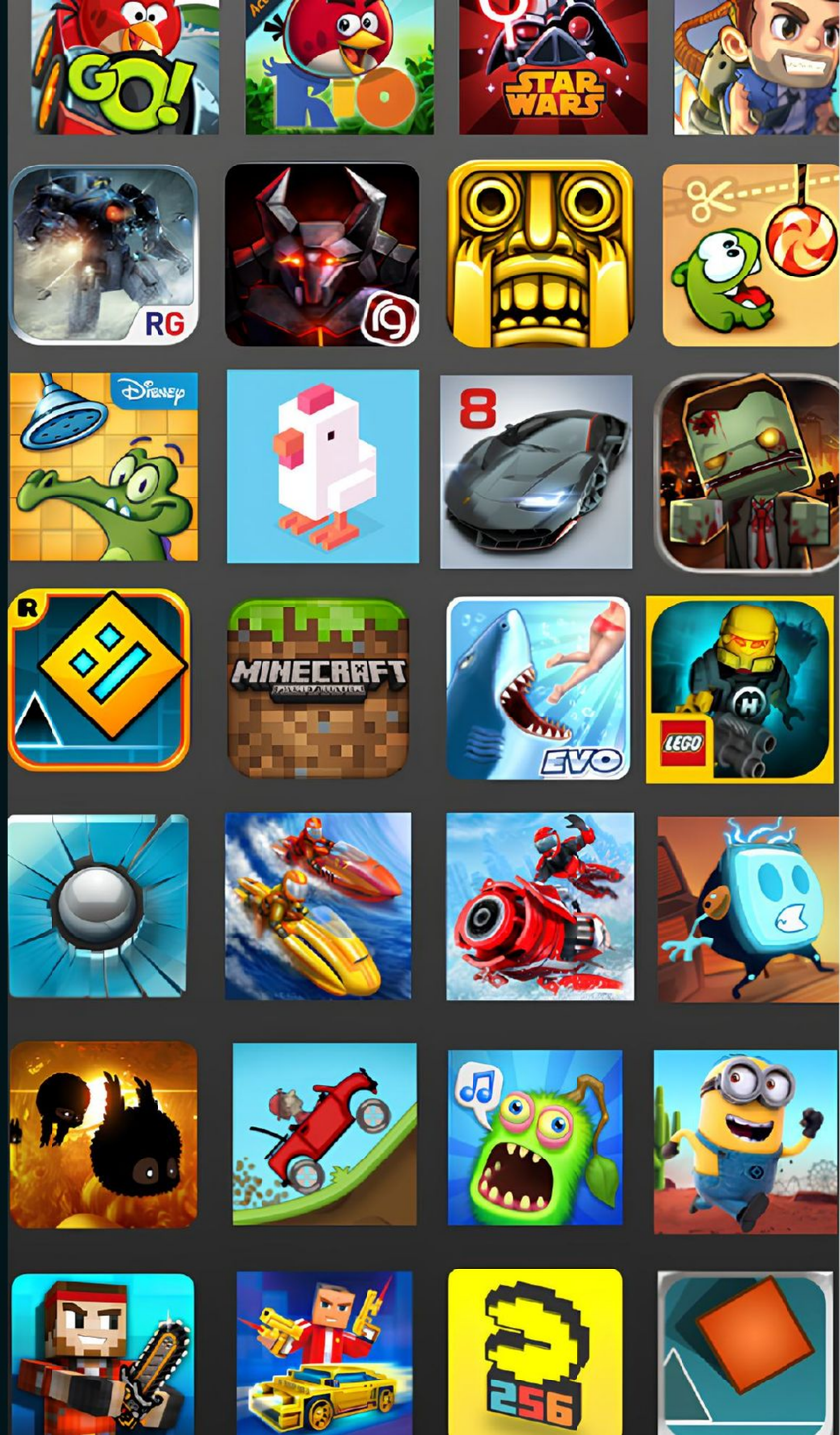
CAMPAIGN OVERVIEW

Parameter	Details
App Category	Casual Puzzle
Platform	Android, iOS
Country	India
Duration	41 Days
Traffic Source	Popbrain
Tracking	MMPs (AppsFlyer)



RETENTION METRICS

Metric	Result
D1 Retention	41%
D3 Retention	28%
D7 Retention	19%



CAMPAIGN STRATEGY

- We assigned campaign to casual gaming creators
- These Creators used short form reels in their stories with CTA
- Users interacted with the Stories
- Hook - “Only 3% of players can clear this level”
- Users interacted and once clicked they were directed to PlayStore



OPTIMIZATION APPROACH

Popbrain continuously improved performance by:

- Scaling top 30% high-converting creators
- Pausing low CTR placements
- Rotating creatives every 4–5 days
- Shifting budget toward high-retention creators



Run a Test Campaign for Scalability & Quality

Offer* – Get $1000 Exclusive Ad Credits for your gaming campaigns