

# Social Point Sets Gaming Industry Record with Mobile App Launch at 13k Installs from Instagram In One Day

## BACKGROUND



Social Point is internationally renowned in the world of mobile, action, social, resource management and strategy gaming. Headquartered in Barcelona, their vision is “to connect the world via awesomely fun gameplay.” Social Point boasts mega-hit titles like Dragon City, Monster Legends, Dragon Land and the new World Chef, and has an active fan base of more than 50 million players.

## CHALLENGE

With the launch of their new game, World Chef, Social Point sought to acquire **new users and drive awareness** on iOS in its early days. The team required a solution to drive a higher volume of installs, while maintaining a low Cost Per Install (CPI) across **Instagram** and **Facebook** with an even split of budget. Without a similar app launch to set benchmark goals against, the team was also challenged with testing to find the best targeting and optimization strategy.

## SOLUTION

Social Point turned to Kenshoo to help effectively drive mobile app installs on Instagram and Facebook and ensure a successful launch.

### Soft Launch Iterative Testing

The key strategy the team focused on was conducting advanced testing of a number of variables during the soft launch, including bid models, creative, pace types, ad formats, targets and products. The creative approach the team took was to make three creative lines and put different creative on each line, then test. The team leveraged the data from the soft launch to then determine their strategy for the worldwide launch.

### Global Launch Targeting Optimization

Targeting was determined based on the soft launch data starting with a separation by gender, age, device and country. During the first phase of the launch, the team focused on nested lookalikes at each percentile (1-10%) based on all iOS users who had installed the app to date. During the second phase of the launch, the focus switched to nested lookalikes at each percentile (1-10%) based on all android users who had installed the app to date. In the third phase of the launch, the team added more countries to their geo-targeting and switched focus from user acquisition to ROI, creating lookalike audiences based on android and iOS in-app transactions to date.

“The Instagram campaigns with Kenshoo Gaming exceeded our expectations in terms of all main KPIs.”

— Amparo G. Cifuentes, Marketing, SocialPoint

“Instagram was one of the main contributors of the successful launch of World Chef.”

— Maria Teixidor, Marketing, SocialPoint

### Ongoing Strategizing

To ensure success pre and post-launch, Kenshoo worked with Facebook to provide Social Point with daily reviews of performance as well as weekly strategy calls. Kenshoo's client success team utilized Kenshoo Gaming's analysis and reporting tools to conduct these daily reviews of eCPI and ROI taking into consideration a breakdown of gender, age groups, image, placement and device.

## RESULTS

With an average conversion rate of 50%, Social Point saw huge success in the launch of their newest gaming app, World Chef. While Facebook ads played a key role in the user acquisition strategy, proving success in attaining high quality users at half the eCPI goal, the Instagram campaigns run through Kenshoo Gaming exceeded all expectations, reaching record-setting results in the gaming industry at 13,000 installs in a single day on iOS.

