criteo.

InnoGames

Learn how Criteo unlocked additional player revenue for InnoGames

THE RESULTS

↑ **16.8%**
Conversion Rate

↑ **2.02x**
Incremental ROI*

A strictly controlled A/B test showed InnoGames exactly how much additional revenue Criteo campaigns generated for their main title Forge of Empires.
*incremental revenue/additional ad spend

With around 150 million registered players, InnoGames is one of the world's leading developers and publishers of online and mobile games. In response to the advent of smartphones and tablets, InnoGames started to focus on mobile by publishing several of their games also as apps.

Forge of Empires was one of the first products in their strategy games portfolio to become available as an app - ready to be played everywhere and at any time! Since the launch of the app, the game saw a 60% increase of in daily active users and the numbers are still growing.

FORGE OF EMPIRES

> " Criteo in-app retargeting allows us to improve both ARPU (Average Revenue Per User) and overall ROI – our top priorities for Forge of Empires. Investing in new players is a key part of our marketing budget. However, increasing CPIs have been a challenge and will have a real impact on the ROI - for that reason retargeting with Criteo is now part of our marketing strategy. "
>
> - Sebastian Goldt, Mobile Marketing Manager

THE CHALLENGE

Forge of Empires is InnoGames' flagship mobile game.
The game's vast user base is due not only great game design and an existing following for the browser version, but also to significant investment in acquisition marketing.

With rising CPIs (Cost Per Installs), InnogGames required a growth solution to increase ARPU (and thus increase their install price point). As with most free-to-play games, without retargeting only a small percentage of the Forge of Empires players complete a purchase – and this is where Criteo's retargeting solution can shine.

InnoGames started to focus on retargeting to maximise its revenue potential. They decided to test retargeting with Forge of Empires to find out whether Criteo could bring extra revenue and increase user retention. A strictly controlled incrementality A/B-test was carried out over one month in July 2015.

The goal of this test was to determine how many additional purchases and how much incremental return on the investment Criteo brought to Forge of Empires, and to demonstrate genuine uplift in IAPs (In-App Purchases) beyond ad spend.
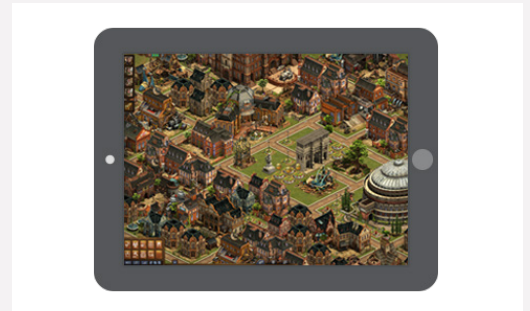
METHODOLOGY

### 1 All users in the test region are tagged

The entire pool is defined as all Forge of Empires players that Criteo recognises on an RTB exchange (and for which Criteo has an opportunity to serve an ad)

2 The pool is randomly split between a test group and a control group

Group A is exposed to Criteo banners, Group B exposed to anything other than Criteo banners (Criteo still serve an ad, but NOT an InnoGames ad)

3 Measurement

Absolute purchase rate and sales (not post-click) are analysed for both groups and compared.
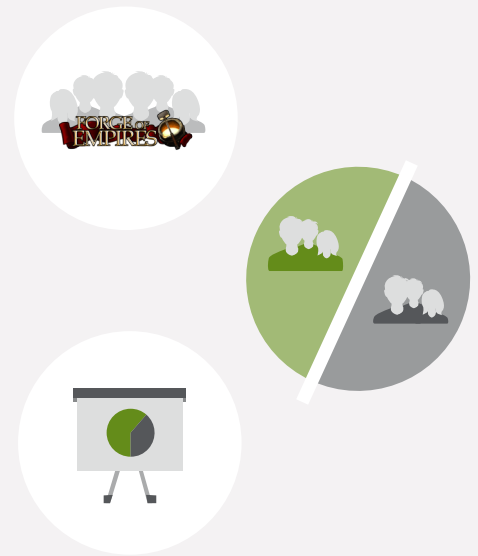
WHAT'S NEXT?

Criteo is known around the world and across verticals for its personalized banners created through proprietary recommendation and creative engines. This test leveraged only the most basic tools available in the Criteo arsenal.

By using the full potential of Criteo's impressive engine and dynamic banners, both active and inactive players will receive personalized and dynamic ads.

Full use of Criteo's technology – the Recommendation and Creative Optimization Engines – will further increase the ROI and additional sales for InnoGames.

This is only the beginning...