



THE CUSTOMER SUCCESS PLATFORM



+ social.com

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## Gaming Advertiser Performance on Mobile & Social



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# Peak Games Overview



Founded in November 2010, headquartered in Istanbul, Turkey



Biggest and fastest-growing startup in the region with over 100 employees



Free-to-play, community-based, cross-platform network of games



Serving 25 million active players from around the world



Major titles include Okey Plus, War of Mercenaries, and Lost Bubble

# Peak Games Story

Peak Games has quickly gone from a regional leader to a global player. This has meant an evolution in strategy from bringing to market culturally-relevant web titles to now serving cross-platform games appealing to a global audience.



Portfolio of multiplayer table-top games with loyal regional and global audience of 300,000 peak concurrent users



Cross-platform social casual games with frequent game sessions and high virality



Mid-core strategy titles with stellar long-term engagement metrics

# Peak Games And Facebook



## Games

### *Facebook Apps*

Peak Games serves millions of gamers on Facebook canvas apps played synchronously with mobile versions



## Acquisition

### *Facebook Ads*

Using Facebook's unique audience targeting, Peak Games uses ads to drive millions of new users and reengage existing gamers



## Mobile

### *Mobile Apps*

Peak Games drives significant new installs to iOS, Android and Amazon game apps directly from Facebook



# Social Advertising

Peak Games spends millions of dollars (USD) annually on Facebook to:



Acquire new & high quality facebook app users

Drive mobile app installs



Reengage and upsell facebook & mobile app users

# Using Social.com

Levers Peak Games uses to optimize their advertising include oCPM bidding, audience targeting optimization, A/B Testing, creative optimization, ad segmentation, and more.


To do this at scale using all of the latest capabilities of Facebook Advertising, while accounting for current consumer trends, Peak Games chose Social.com as its platform of choice for its advertising team due to:

- ✓ Robust campaign creation and ad segmentation
- ✓ Automated custom audiences
- ✓ Bulk campaign management
- ✓ Powerful reporting center
- ✓ Premium optimization center and analytic insights
- ✓ Collaborative team tools like draft campaigns, audience targeting

# Creative Optimization

Through its advertising team and best-in-class ads platform – Social.com – Peak Games developed critical best practices for Creative Optimization as a key differentiation to attract high quality game players to its suite of titles on Facebook and Mobile, including:

- Launch separate campaigns (or ad set) for each image with one ad each and broad targeting of audience (limit additional variables & externalities)
- Report regularly to creative team on image performance insights for future creative development
- Launch campaigns with same targeting parameters and modified image creative and iterate the process seven or eight times, testing over 100 images

	Ads	Campaign ▲
	1	lb_iosp_visualtest_1
	1	lb_iosp_visualtest_2
	1	lb_iosp_visualtest_3
	1	lb_iosp_visualtest_4
	1	lb_iosp_visualtest_5










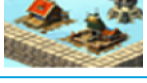

# Creative Optimization & Life Time Value

Creative optimization with strategic thinking and implementation in tracking and measurement allows Peak Games to look at their players holistically. . .

- Performance is not solely based on click thru rates (CTRs) and cost per installs (CPI). For each game, Peak Games identified an early engagement event for optimization
- Ongoing optimization of creative lowers costs per engagement and helps identify best audience.
- Although CTRs for shiny and more attractive visuals are higher, long term performance is much lower than with less shiny but more relevant creatives.



# Creative Optimization & Life Time Value

Creative	CTR Performance	Level 3 Player
	+98%	+32%
	+65%	+29%
	+12%	+26%
	+87%	+15%
	+67%	+13%
	+65%	+10%
	+38%	-27%
	+37%	-12%
	baseline	baseline

# Creative Optimization & Life Time Value



This Creative was the second-worst performing in the test set on CTR, but due to multi-stage tracking, it was shown to be one of the best performing for quality players.



Shiny, attractive, and simple creatives consistently have high performing initial engagement (CTRs), but this creative image was the worst for quality traffic.

# Creative Optimization & Gender

Historically for Peak Games, performance between the genders differs greatly depending on the creative image. Female players tend to respond better to brighter and colorful images and male players respond better to simple imagery.



Peak Games' blockbuster title – Rummy Plus – shows the value of robust creative testing. While the first image performed best for both genders in terms of CTR, female users overall Cost Per Install (CPI) performance was 20% better with second image.

# Peak Games & Facebook



Peak Games ensures that creative testing accounts for both the location and culture of the targeted audience.



War of Mercenaries – a real-time strategy game with an eastern-oriented theme – showed major performance differences in different regions.



Image creatives depicting characters with a traditional eastern appearance performed strongly in the Middle East and North Africa, but did not perform well in Western countries.

# Creative Optimization & Text

Facebook's various ad formats demand a unique approach to creative testing. In-feed ads like mobile app ads with larger images allow you to convey messages differently and target areas where users are most engaged

Peak Games found that using 20% text in the image creative improves performance as users are less responsive to text below image in feed.

Images with explanatory text reduced cost-per-install 27% and cost-per-engagement 8%.



# Creative Optimization & Image Design

Using Facebook, Peak Games has supercharged the growth of their mobile app games. Best practices for design of creative images in mobile app ads include:

- Images that visualized game play increase conversion rates.
- Images that depicted a game on phone or tablet increase CTR by 30%
- Creatives that showed a user interacting with a game double CTR and reduced cost per click (CPC) by 40-50%.



# Creative Optimization & Social.com

Peak Games connected their database with Social.com via API to most effectively communicate with users at the right moment.

With automated API updates, Peak Games easily and effectively targets groups of users with pre-defined criteria at scale.

When users fell into a given segment, (i.e. not logged in for x days) they were automatically remarketed using Facebook's Custom Audiences with relevant compelling messaging.





# Creative Optimization Overview



Implement campaign ad segmentation & rigorous testing



Optimize creatives across entire user life cycle



Execute tests accounting for key demographics including gender & geography



Ensure image design & text conforms best to specific ad format



Utilize best-in-class platforms like Social.com for performance & scale

## What is Social.com?

A true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

## Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

## What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of ExactTarget to create targeted audiences for paid media campaigns that drive results.

## Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

# Credits



This case study was a collaboration between Peak Games and Social.com.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of Peak Games running their campaigns over a pre-defined period.

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The case study was co-authored by Chris Jacob heading up Product Marketing at Social.com and Erdem Inan, Director of Business Intelligence & Marketing, Peak Games.

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