



With Google, Deemedya's new mobile app reaches 13 million downloads within five weeks



About Deemedya

- Based in Tel Aviv
- Mobile apps game developer
- www.deemedya.com

Goals

- Drive downloads and increase app discoverability

Approach

- Target owners of new iOS and Android devices
- Track conversions to optimize cost per download

Results

- Achieved 13 million users within five weeks of launch with Google
- Reached CPD of less than 0.5\$ with a 9.9% conversion rate
- Conversion Optimizer boosted conversion rate by 77%

Deemedya is an international publisher of fun, entertaining and addictive games for both Android and iOS devices. With each app that the company designs, the goal is to see it reach the top of the charts. In just over two years since the company's launch, Deemedya has achieved 70 million downloads. The aim is to reach the 100 million download mark by the end of 2013.

Deemedya's Trial Xtreme series is among the brand's most successful creations. "We recently launched the best version of this game, Trial Xtreme 3," explains Co-Founder and CEO Maya Gurevich. "In Trial Xtreme 3, we improved the physical engine and the graphics of the game, added the ability to customize the rider and the bike, and also added the ability to compete against your friends or random users in whole new courses of the game." Having invested in these improvements, the next task was to encourage downloads.

Strike while the device is hot

The young, ambitious company created a smart strategy for promoting the game at the end of 2012. "Our goal was to maximize distribution and climb the ranks of the App Store and Google Play around the holidays. This would place the app prominently in front of millions of current and new tablet and smartphone owners outfitting their devices with apps during the holidays," Maya explains.

Deemedya opted to use AdWords as the sole paid promotion method. The team targeted both iOS and Android users in four countries – the US, UK, France and Germany. "We started using AdWords for app marketing the same day we launched Trial Xtreme 3," says Doron Kagan, Deemedya Co-Founder and Business Development. "One of the great things in Google AdWords was the ability to target mobile users who just activated a new mobile device. New users are more interested in downloading apps, and we wanted to reach them first and get a high conversion rate."

"I believe that AdWords is a great platform for app developers. It's easy to use, reliable and fully customizable to our needs. With AdWords we had the opportunity to get clear and accurate performance reports, which helped us to constantly improve our ROI."
—Maya Gurevich, Co-Founder and CEO, Deemedya

"Google AdWords was fundamental in helping us get 13 million users – and becoming a top app download in the five weeks after launch."

—Maya Gurevich, Co-Founder and CEO, Deemedya

Onto a winner with AdWords

The strategy paid off; download numbers quickly mounted as soon as the campaign had begun. But Deemedya also wanted to make its budget go as far as possible, so pressing for the greatest possible cost efficiency was a key focus.

The choice to use AdWords made this easy. "With AdWords we were able to use conversion tracking both for iOS and Android in order to get clear understanding about the cost per download," Doron says. "Furthermore, we used an AdWords feature, Conversion Optimizer, which helped us to get more conversions at a lower cost. It optimizes campaigns according to desired CPD, increases downloads and decreases CPD. On average, we saw an increase of 77% in conversion rate with an increase of only 6% in CPD."

When the campaign ended and the numbers were tallied, Deemedya was delighted with the results; AdWords had helped the company achieve downloads for less than half a dollar each, with a 9.9% conversion rate. "An app developers' biggest challenge is discoverability – how to make sure that a user finds the app and downloads it," Maya says. "Google AdWords was fundamental in helping us get 13 million users – and becoming a top app download in the five weeks after launch."



From top: Trial Xtreme is one of Deemedya's most successful creations and the latest version includes a host of new features; to grab the attention of gamers using mobile devices, in-app advertising provided an ideal environment for promoting the new game

