

DMG Case study: Gameloft

Challenge

A worldwide interactive entertainment video game company headquartered out of Paris, France, Gameloft focuses on producing games for the mobile phone handsets and home, with award winning games such as 'Assassins Creed', 'The Oregon Trail' and 'Rise of the Lost Empires'. Gameloft was interested in generating large volumes of acquisitions across multiple territories for the games 'Assasins Creed' and 'Asphalt' while expanding their registered user base and scaling up mobile users from their mobile search campaigns.

The Approach

Using Traffiliate for Mobile, DMG aggregated information from multiple platforms and traffic sources to gain visibility into downloads across media, markets, operating systems and phones. Based on the data, Gameloft designed customized localized banner ads for feature phone users in two major markets in South East Asia. Based on the results collected by Traffiliate, DMG continuously fine-tuned the campaign to continually raise the bar on campaign performance.



Results

- Downloads increased by 600% and conversion rates improved by 30%, in less than 4 weeks.
- New Android Smartphone campaigns were subsequently added to the program in the US, Latam and Europe, improving results in over 11 countries.

"We are happy to partner with DMG to pioneer new optimization techniques and strategies to help maximize acquisitions and provide optimal results."

- Rodrigo Mejia Acquisition Manager, Gameloft

