

## The Goal

Gaia Interactive's hit iOS app Monster
Galaxy: The Zodiac Islands is an
adventure game where players battle
and train hundreds of wild monsters.
Gaia partnered with InMobi to use mobile
advertising for the re-launch of the game.
A sophisticated campaign strategy was
developed to help push the app into the
iTunes charts.

## The Approach

The team at InMobi developed an innovative "rank-push strategy" to help push the game up the iTunes charts. The team used an increasing "alpine" of daily spending caps in combination with a weekend burst. After the initial launch campaign, a sustained spend was then used to preserve the rank position in iTunes.

## The Results

72 hours after the campaign started,
Monster Galaxy ranked in the Top 10 in
all targeted categories and subcategories
for both Free Apps and Top Grossing
App. During the next two weeks, Monster
Galaxy peaked at #3 in Free Apps, #3
in Games, and #3 in Top Grossing Apps.
Gaia also achieved a company-record
for revenue earned in a single day. John
Dionisio, Gaia Interactive describes
InMobi as, "a thought leader in mobile
user acquisition. You can count on
InMobi to help you convert an app into
a hit game and build a profitable mobile
gaming business."

## Gaia Interactive uses mobile advertising to reach the top 10 in iTunes for their hit iOS Game Monster Galaxy: The Zodiac Islands

Objective App downloads

Target Young men and women 14 to 23

Solution Display banner ads

**Platform** iOS





You can count on InMobi to help you convert an app into a hit game and build a profitable mobile gaming business.

John Dionisio, Gaia Interactive



