

# ngmoco “Doubles Down” on Mobile to Drive Downloads of Blackjack App

## GOAL

Reach Android users and drive downloads of the ngmoco Blackjack! Application.

## SUMMARY

- **Android Targeting:** ngmoco worked with Millennial Media to reach a wide variety of Android users, and the ads were targeted to over 25 different Android devices, including connected devices like the Samsung Galaxy Tab. When users clicked on the banner, they were taken directly to the Android Marketplace to download the app.
- **Eye Catching Creative:** ngmoco used multiple banners, and the creative featured a simple call to action that leveraged popular Blackjack terminology to take users to the app download page— such as a “Hit Me” button.
- **Established Developer/Advertiser:** ngmoco has a suite of popular mobile games for Android, and throughout 2011, they used mobile advertising to cross promote and expand their user base.

## RESULTS

- The campaign drove over 35K downloads in less than a month.
- The app rose into to the Top 20 Free Apps in the Android Marketplace and into the Top 3 Free Casino & Card Games.

**“Our Blackjack! app has a wide appeal, so it was important for us to run a broad reach campaign that would target all kinds of Android users. Millennial has been a key mobile advertising partner, and we’re pleased with the results of this particular campaign.”**

~ Fabien-Pierre Nicolas, Marketing Strategist at ngmoco

