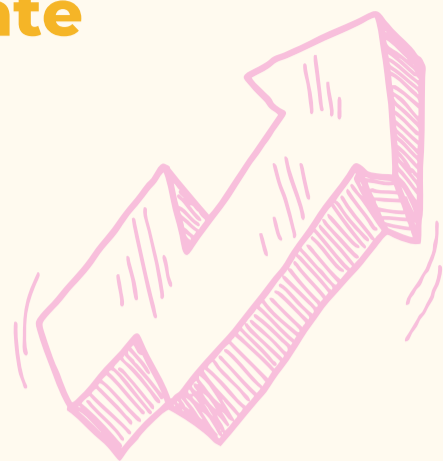


WannaPlay increased the success and conversion rate of their ad creatives after working with Apptica!



WannaPlay wanted their creative & UA teams to reach excellent results, and Apptica tools made it happen!

WannaPlay, mobile game developer and publisher, started its journey in 2020.

The company develops Casual, Hypercasual and Mid-core games: the monthly audience of their products is **more than 3,5 m.**

THE COMPANY'S GOALS WERE:

To find the **best GEOs for soft launches**;

To boost effectiveness of their **ad creatives** and find the best **traffic sources**;

To **evaluate the potential of their ad campaigns** in terms of volume, spends and revenue of a certain product, which can be obtained within a long period of time (a year or more);

To understand **current market trends**;

To be the first to see **expected mobile releases**;

To **monitor new products** on the market;

And to analyze **the most effective promotion mechanics and approaches**.

WHAT THEY HAVE ACHIEVED:

First of all, Apptica helped to understand the market and competitors more accurately.

This service greatly simplifies the work of our motion designers, UA team and Game Producers.

What's more, Apptica helps us to understand which products have **more or less potential**. Also, based on the creatives of competitors, we **test different hypotheses** that allow us to make a decision about the **introduction of a particular feature into the product**. Thanks to the creative gallery section, we **track current trends in creatives** (the approaches, color scheme, filters and many others).

After our team started working with Apptica, the **success rates of our creatives significantly improved!**

Over time, the conversion to them has **grown several times**.