exmox

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CRAZY MAPLE STUDIO

How exmox overdelivered Crazy Maple Studio's ROAS goals by 120% on D3 and 300% on D60

CHALLENGE

Crazy Maple Studio found exmox in their search for a new user acquisition channel. They reached out to exmox to collaborate and expand their user base, primarily in DACH, due to our proven performance in the region.

SOLUTION

Exmox tailored custom growth strategies to ensure Chapters: Interactive Stories' success in DACH. For the campaigns, a variety of event types were used to maximize user engagement for Chapters: Interactive Stories books and chapters within the game.

Chapters: Interactive Stories was then strategically launched in DACH on iOS. After a successful testing period, it was soon released on Android and in the U.S. on both Android and iOS.

#1
incentivised channel on Android, 2nd on iOS
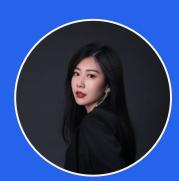
40%
increase in presence across DACH

RESULTS

Overachieved D3 ROAS goal by 120%, D60 by 300%

Despite Crazy Maple Studio's ambitious D3 ROAS target, exmox exceeded the partner's goal by 120%. Additionally, exmox exceeded Crazy Maple Studio's D60 ROAS goal on iOS by almost 300% and therefore ended up ranking as the top incentivised channel used by Crazy Maple Studio on Android and the second largest on iOS.

The successful results continued with volume, as exmox successfully scaled Chapters: Interactive Stories on Android in DACH by nearly 40% in the past month. Exmox also surpassed the average retention rates from all other marketing channels used by Crazy Maple Studio, demonstrating our skill and expertise used when building long-term user engagement strategies.

"We're thrilled by our partnership with exmox! Since the beginning, their performance and long-term progression have really stood out. The quality of service from the whole team has also been superior – our communication is smooth and always timely. Exmox's retention rates on Chapters: Interactive Stories have surpassed our averages across all other channels, and so needless to say, we look forward to our continued collaboration!"
- Yan Kong, Head of Marketing