



## Gadmobe: Acquiring quality users for Targa

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### Brief

Targa Limited ([Targa](#)) is a developer and publisher of browser based, iOS and Android games. Focusing on providing digital entertainment to a global audience, Targa has a dedicated team of enthusiastic and passionate gamers that strive to make each title a truly unique, interesting and innovative experience.

Since 2014, Targa has consistently released high-quality casual games in the Cards & Casino category. These games are especially popular among English and European players. Hence with Gadmobe's mobile advertising solution, Targa targeted to reach top positions in the AU and top 5 EU iOS Store and Google Play markets.

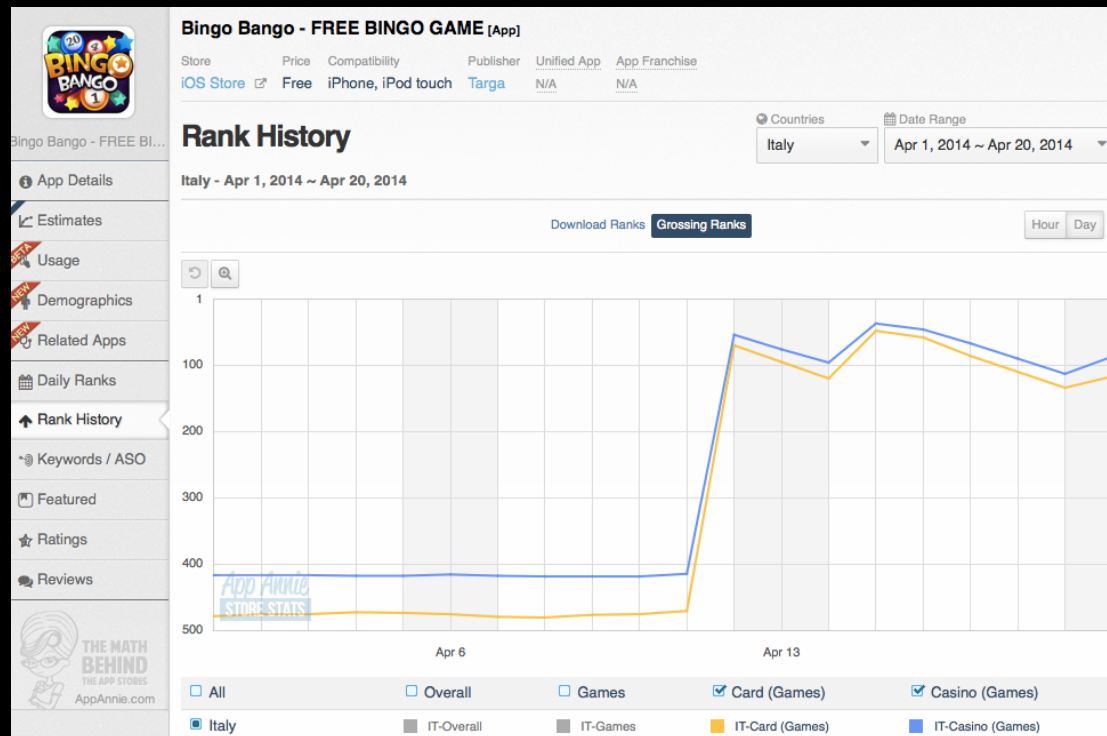
### Technology

Gadmobe: Hyper-Targeting System allows advertisers to reach specific user with unique profile. Each profile is based on main attributes such as carriers, OS, device model, country, coordinates, time zone, demographic, App category etc. The system will also group users with similar attributes thus allowing advertisers to serve the most appropriate creative and landing to maximize the conversion for every campaign.

### Implementation

With the Hyper-Targeting System, Gadmobe team developed an innovative 'rank-push strategy' to help push the game up the relevant charts. The team used an increasing 'alpine' of daily spending caps in combination with a weekend burst. In addition, graphical display banner ads were run across Android and iOS inventory. A dynamic landing page featuring the game trailer and a link to download that game was also developed. Handset optimization in conjunction with compelling and bold creative helped drive quantity as well as quality.

## Performance

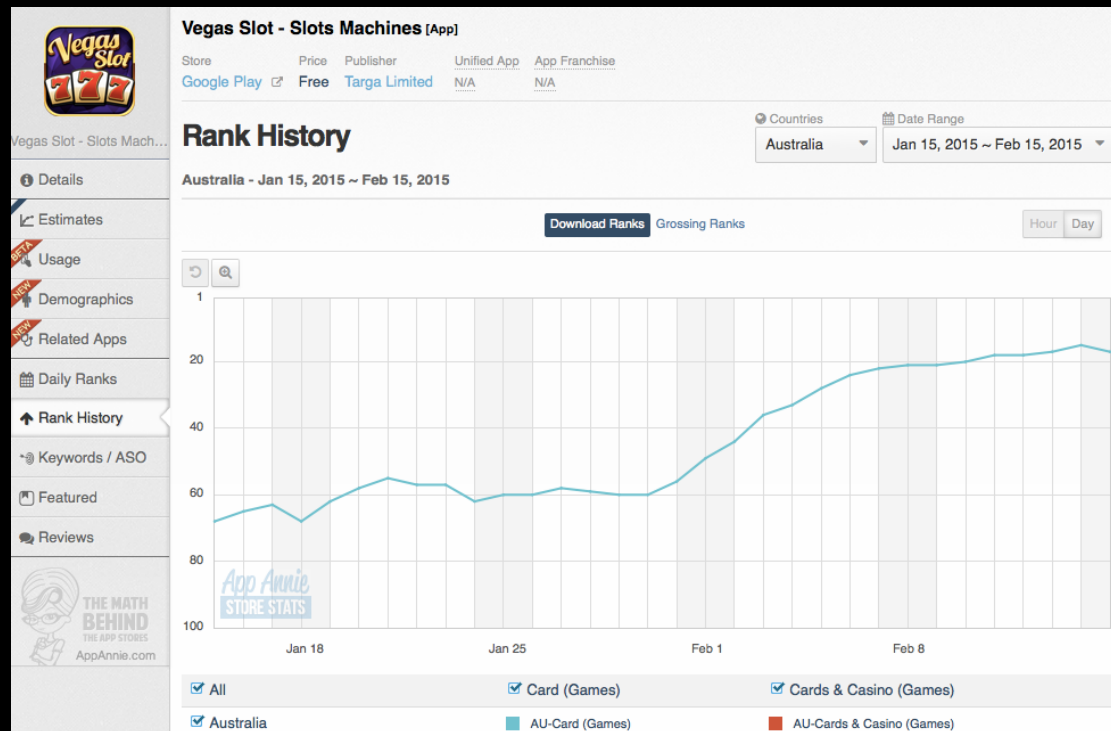


Game: Bingo Bango

App Store: iOS Store

Country: Italy

Results: After the campaign started, Bingo Bango grossed up to #37 in the Casino category and #48 in the Card category within 1 week. Targa also achieved a company-record for revenue earned in a single day.



Game: Vegas Slot- Slots Machines

App Store: Google Play

Country: Australia

Results: In 2 weeks, Vegas Slot rose from #60 up to #15 position in Card category. The campaign CTR and CVR peaked 2.9% and 11.67% respectively, far above the network average.