KABAM

&

FACEBOOK

Kabam proves incremental lift on Facebook with AppsFlyer's Incrementality solution for remarketing

APP CATEGORY
Gaming

HEADQUARTERS
Vancouver, BC

600
COMPANY SIZE

2006
FOUNDED

BACKGROUND

Founded in 2006, Kabam is an industry leader in mobile game development creating some of the most entertaining, immersive, and highly social multiplayer mobile games for the world's most influential brands. Their games are enjoyed by millions around the globe and include award-winning titles such as Marvel Contest of Champions, Transformers: Forged to Fight, and Shop Titans.

Early on Kabam realized the importance of keeping their players engaged and cultivating them long-term. To achieve that, Kabam decided to adopt remarketing strategies into their marketing mix, unlike many other gaming companies at the time who were solely focused on user acquisition.

20%
Incremental lift in revenue

4X
Increase in conversion rate after seeing a remarketing ad

AppsFlyer

CHALLENGE

As Kabam's install base grew, they wanted to better understand the effects of remarketing ads on their revenue and see how far they could scale and optimize their remarketing strategies to drive the biggest overall business growth.

Kabam ran an internal analysis to better understand the player lifecycle and identify KPIs that could be improved as part of their remarketing efforts but they quickly realized that the process will require a lot of time and resources to complete.

Moreover, the rise of mobile advertising has opened new and emerging channels and Kabam was tasked with determining the performance of each channel separately, making the process even more resource-intensive.

Kabam knew they needed a comprehensive solution that was easy to implement and would help them accomplish their goal faster.

SOLUTION

After successfully using AppsFlyer's attribution data for years to grow its business, Kabam decided to adopt AppsFlyer's Incrementality solution to measure the incremental lift in in-app purchases driven by their remarketing campaigns.
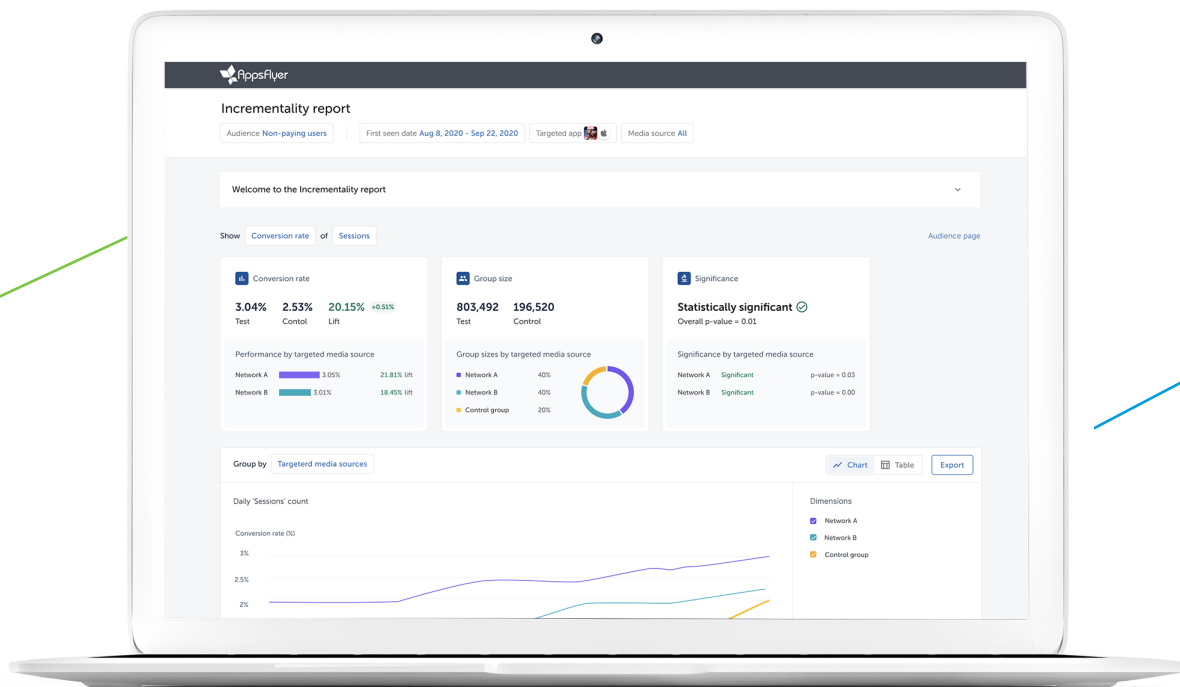

The AppsFlyer Incrementality reporting dashboard

Using AppsFlyer's Audiences tool, with its advanced segmentation capabilities and long list of integrated partners, the team at Kabam was able to launch incrementality tests on a variety of channels. As part of their initial experiment, they launched a remarketing campaign for Shop Titans on Facebook.

To understand the true impact of each campaign, they used AppsFlyer's Incrementality solution and applied incremental measurement to two different player groups:

- Paying players who made a purchase in the past year
- And non-paying players who reached level 15 and higher
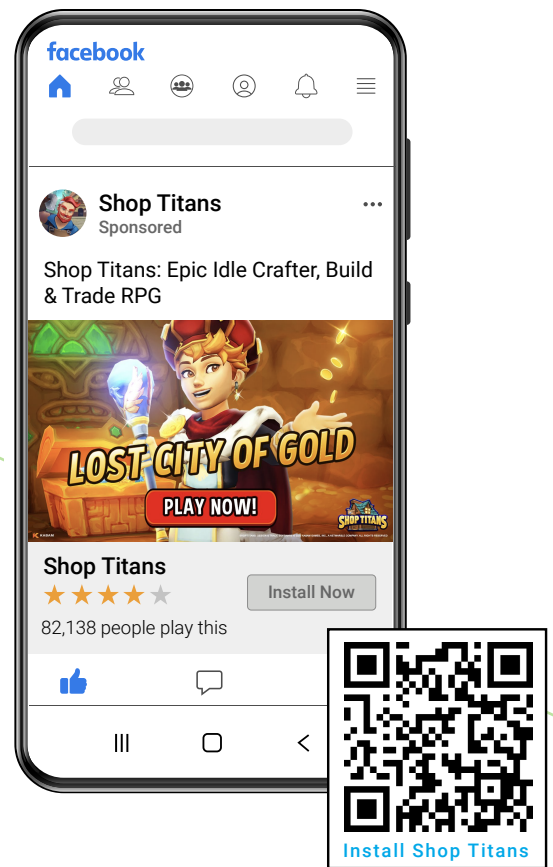
Both groups consisted of lapsed players who didn't open the app for more than 30 days and Kabam's goal was to reactivate them.

To create the right conditions for measurement, each group was targeted with a remarketing campaign and split into test and control groups automatically using AppsFlyer's Audiences tool. The test group was exposed to remarketing ads while the control group was not.
By doing so, Kabam were able to easily isolate the affected variables.
The test ran for 8 weeks and included ingesting and normalizing large sets of data, dividing different audiences into test and control groups, monitoring performance, and analyzing results on a daily and weekly basis.

Daily raw data Incrementality reports and aggregated insights from our analytics dashboard helped Kabam keep track of the test results, understand the incremental lift at every stage of the test and optimize critical KPIs.
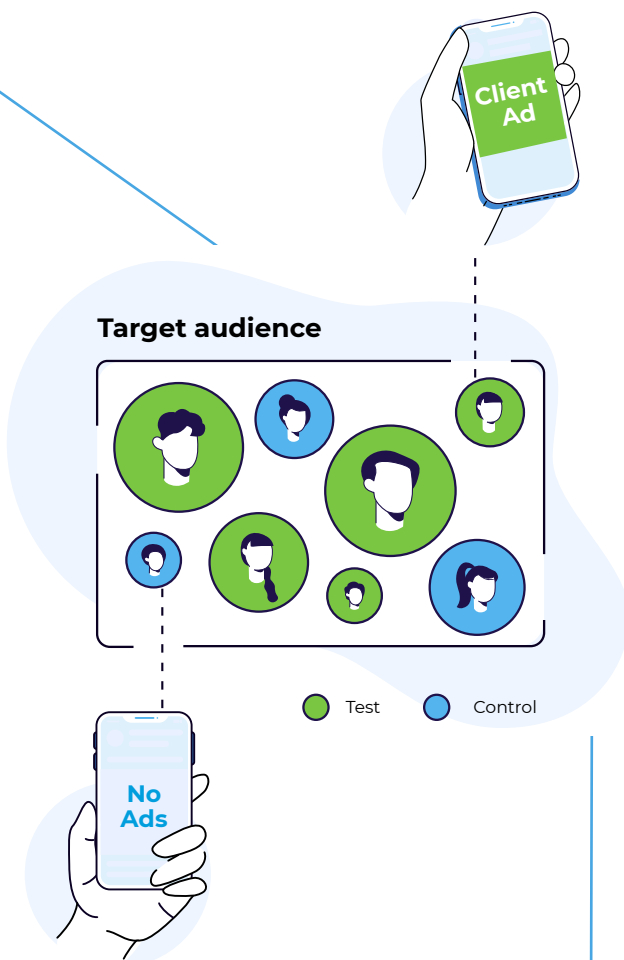
IMPACT

Kabam was able to confirm that their remarketing campaigns were indeed incremental, achieving an incremental lift in revenue of almost 20%.

They also observed a similar lift in user retention for both paying and non-paying players, demonstrating that remarketing ads have a strong impact on their players regardless of how much they spend in the game.

Another interesting observation was that non-paying players were 4X times more likely to make a purchase after seeing a remarketing ad than paying players. This was an important finding for Kabam as it allowed them to apply it to larger audiences, maximizing their revenue from non-paying players.

The test helped Kabam validate their remarketing strategies and identify which strategies have evergreen potential. Kabam was also able to realign their remarketing CPAs and optimize their targeting according to the new insights, enabling better budget allocation and an overall better marketing mix.

Altogether, the findings indicated the value remarketing holds for Kabam and that remarketing in gaming apps, works. Based on the positive results and with the ability to apply the same measurement to their entire remarketing strategy, Kabam was able to confidently scale their remarketing campaigns.

LOOKING FORWARD

Incrementality is a game-changer in how companies measure the effectiveness of their marketing spend. With the increasing focus at business' end goals and user privacy, applying incremental measurement holds immediate and long term value for marketers.

In a changing mobile landscape, marketers' need for metrics that can give deeper campaign insights will only grow, and this is exactly where incrementality comes in the picture.

"AppsFlyer's Incrementality solution uncovered critical insights that helped us achieve better results, faster. By applying AppsFlyer's incremental lift tests, we were able to scale our remarketing efforts with confidence."

Terry Koh, Growth Marketing Manager, Kabam

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