

Gismart

THE POWER OF PARTNERSHIP IN CHINA

HOW GISMART GREW WITH



For any mobile apps company, China represents a massive growth opportunity. It's fertile ground for a relatively untapped market. China is also a complicated market. When Gismart set their sights on Chinese growth they knew it wouldn't be easy. Gismart also knew that strategic partnerships would be critical to their success.

GISMART

Gismart has grown its portfolio and reputation significantly since launching in 2013. Gismart has earned its name in the gaming market launching multiple successful games as well as entertainment apps. Those titles include Beat Maker Go, Cool Goal, and Domino Smash. As well as developing their own apps, Gismart also teams-up with smaller gaming studios to become their publishing partner. The pace of their growth was confirmed when The Financial Times listed them as the 6th fastest growing company in Europe. Much of that growth has come from China.

APP CATEGORY
Gaming &
Entertainment

HEADQUARTERS
London, England,
United Kingdom

COMPANY SIZE
251-500

FOUNDED
2013



THE CHINESE CONUNDRUM

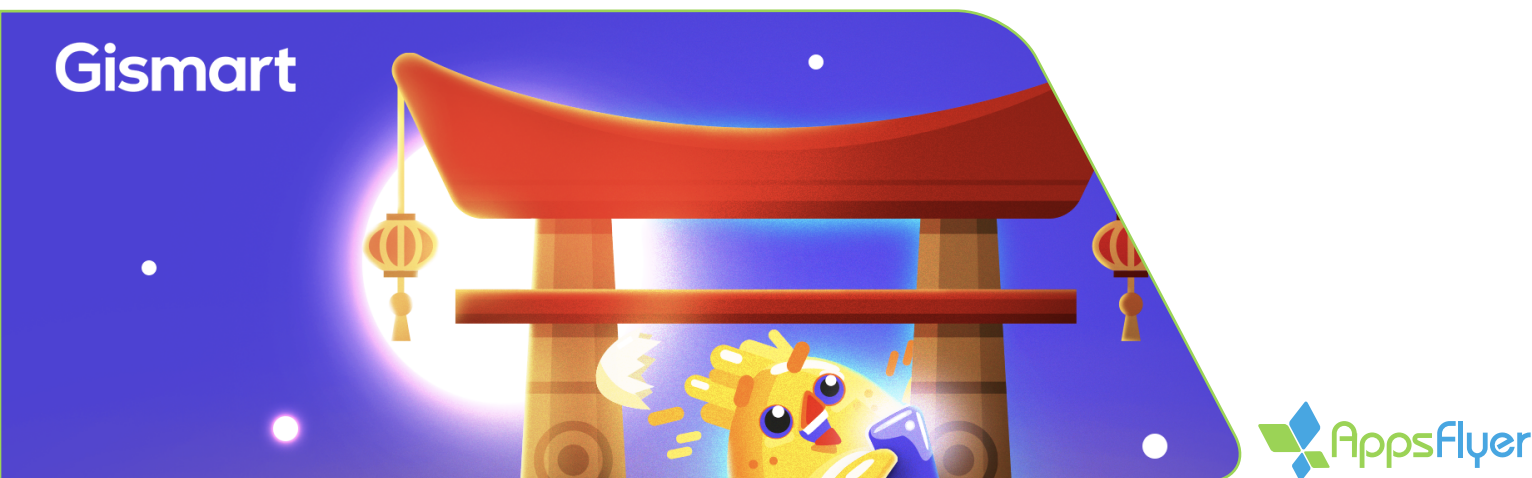
With the largest population in the World, China is an obvious growth market for any ambitious company. For apps companies like Gismart, the demands of Chinese consumers creates huge opportunities. China is also a complex market, especially if you're a tech company.

Gismart faced a lot of challenges in the China market. Chinese privacy laws, which are amongst the strictest in the world, are difficult to understand and navigate. Making it hard for servers based outside of China to operate there. And, when they do, latency issues create another logistical headache. By far the greatest barrier though was a lack of local knowledge that comes from having a local presence.

Despite the challenges, the Gismart team were committed to rapidly growing their audience in China. They knew that to do so they needed to do two key things - understand the Chinese consumer and make smarter media buying decisions.

“Our main growth focus in Asia is China. It's becoming more complicated to succeed in fast-growth tier one countries, none more so than China. If we're not successful there, we'll lose momentum. It means that we need great partners. It's impossible to work in China without this support because it's a very sophisticated market. That's why selecting the best partners like Ocean Engine and AppsFlyer is so important.”

Gismart



NEW AUDIENCE | OCEAN ENGINE

Rapidly growing an audience in China also meant selecting the best media partners. One of those was Ocean Engine. Ocean Engine is the parent company of the hugely successful Douyin social media platform. Douyin and its Western sister, Tik-Tok have grown dramatically over the last few years.

Gismart chose Ocean Engine as one of its key strategic advertising partners in China for two main reasons. The volume of traffic and the quality of that traffic. Having a large volume of traffic can become a zero-sum game unless that traffic is qualified and trusted. In Douyin, Gismart had a media partner that had both.

Understanding the dynamics of this massive new audience was important to the Gismart team. Gismart turned to their existing partner AppsFlyer for help.

NEW KNOWLEDGE | APPSFLYER & OCEAN ENGINE

AppsFlyer has been a central part of Gismart's Marketing Stack since 2017. Over that time Gismart has relied on his Customer Success Manager, Michael Talapov, for advice and guidance. When conversations moved to make the most of Douyin, Michael was able to act as the link between Gismart and AppsFlyer's growing office in China.

AppsFlyer first opened its Chinese office in 2015. Since then, AppsFlyer has grown its team to over 70 people, with plans to increase this in the future. Having a locally based team, with local knowledge and connections helps clients navigate the complexity of operating in China. AppsFlyer's Senior Partner Development Manager, Saima Zhang worked closely with Michael and the Gismart team to open up direct conversations with Douyin. These conversations helped shape Gismart's strategy.



Gismart

"Local support and insights were very successful for us. If we don't know something, for instance, AppsFlyer attribution logic, we simply ask our partner, AppsFlyer, and get the answer we need. I know there are 70 people working there to help us grow in China. That gives us confidence that we are being looked after. It's much easier to operate there knowing that if something goes wrong, the partner covers our back."

COLLABORATION IS KEY

The collaboration between AppsFlyer and Ocean Engine has helped Gismart grow significantly in China. While much of that success has been down to Douyin's audience and AppsFlyer's technology, it wouldn't have happened without a collection of remarkable humans. Working in partnership has allowed Gismart to fast-track its Chinese growth. They have a deeper understanding of the market and using their AppsFlyer data as a foundation, are now able to predict the outcome of their campaigns.

Gismart

"Ocean Engine have shared their knowledge and shown us how to operate. They've guided us by better explaining things. Their support has been more human - that's the thing we're getting from Ocean Engine in comparison to other channels. As for AppsFlyer, they're the best company we've ever worked with in terms of support. Doesn't matter when it is, our partners are there to assist. We are grateful that we can call AppsFlyer more than a partner, the AppsFlyer team is our friends who are great to work with."

WHAT'S NEXT FOR GISMART IN CHINA

Gismart will continue to leverage its partnership with Ocean Engine and AppsFlyer. As each partner rolls out new products and features, the Gismart team will adopt the same approach that's already been so successful. Gismart plans to launch more titles into China in the coming years and is starting to grow its own presence in China as well. That commitment will help them build the knowledge they need to grow in China.

