

The Goal

Gaia Interactive's hit iOS app *Monster Galaxy: The Zodiac Islands* is an adventure game where players battle and train hundreds of wild monsters. Gaia partnered with InMobi to use mobile advertising for the re-launch of the game. A sophisticated campaign strategy was developed to help push the app into the iTunes charts.

The Approach

The team at InMobi developed an innovative "rank-push strategy" to help push the game up the iTunes charts. The team used an increasing "alpine" of daily spending caps in combination with a weekend burst. After the initial launch campaign, a sustained spend was then used to preserve the rank position in iTunes.

The Results

72 hours after the campaign started, *Monster Galaxy* ranked in the Top 10 in all targeted categories and subcategories for both Free Apps and Top Grossing App. During the next two weeks, *Monster Galaxy* peaked at #3 in Free Apps, #3 in Games, and #3 in Top Grossing Apps. Gaia also achieved a company-record for revenue earned in a single day. John Dionisio, Gaia Interactive describes InMobi as, "a thought leader in mobile user acquisition. You can count on InMobi to help you convert an app into a hit game and build a profitable mobile gaming business."

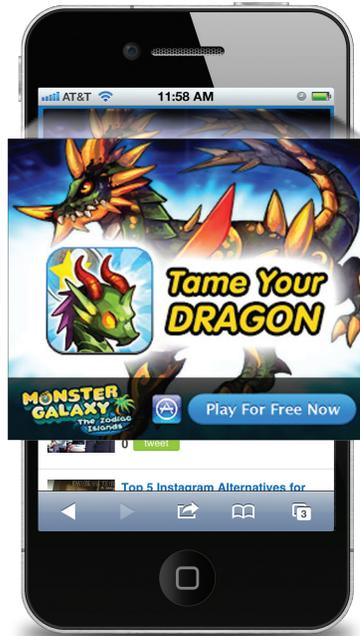
Gaia Interactive uses mobile advertising to reach the top 10 in iTunes for their hit iOS Game *Monster Galaxy: The Zodiac Islands*

Objective App downloads

Target Young men and women 14 to 23

Solution Display banner ads

Platform iOS



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John Dionisio, Gaia Interactive

