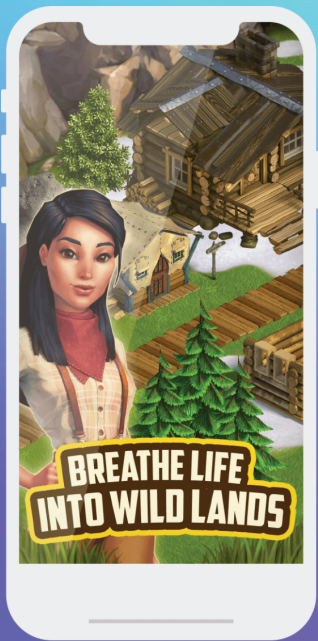


Vizor Games increased their AppLovin installs by 50%¹

SparkLabs helped Vizor create and experiment with high-quality creatives, driving 15-30% higher conversion metrics.²



BACKGROUND

Vizor Games is a leading international developer of multiplayer games for mobile platforms and social networks.

LOCATION

Minsk, Belarus

COMPANY SIZE

200+ employees

FOUNDED

2007

THE CHALLENGE

Vizor needed a way to grow their game quickly on mobile.

Vizor had launched their game, *Klondike Adventures*, on mobile and they needed a way to successfully launch and scale it. While growth was important, **they still needed to elaborate the bidding strategy so that they could reach high and stable conversion metrics.**



50% increase in installs¹

THE SOLUTION

AppLovin worked with Vizor by focusing on bidding and ad optimization.

Vizor needed to capture volume and reach engaged players. Our technology and world-class team allowed Vizor to know what to bid to get to the top of each core source, and this meant they could be more competitive across high quality sources.

The Results

Drove a huge increase in installs and significantly improved conversion.



Increased the number of **installs** by

50%

QoQ¹



Higher conversion metrics in key geos

15-30%

compared to other marketing channels²

IN SUMMARY



Increased installs

With the help of AppLovin, Vizor became more competitive across high-quality sources, increasing installs by 50%.¹



Increase conversion rates

SparkLabs helped Vizor create and optimize their ads, which drove a 15-30% increase in conversion metrics in key geos.²

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Today, IAP-based developers often face difficulties when it comes to production of a good video and playable creative.

Developers need to deal with ad conversion. That includes trying different creative strategies and finding that one precious strategy that works for this particular traffic channel. In some cases, proper creative optimization is the one golden key to success.

Vizor Marketing Team

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¹ AppLovin platform: April 1, 2019 - June 30, 2019

² AppLovin platform: April 1, 2019 - April 30, 2019