

SUCCESS STORY

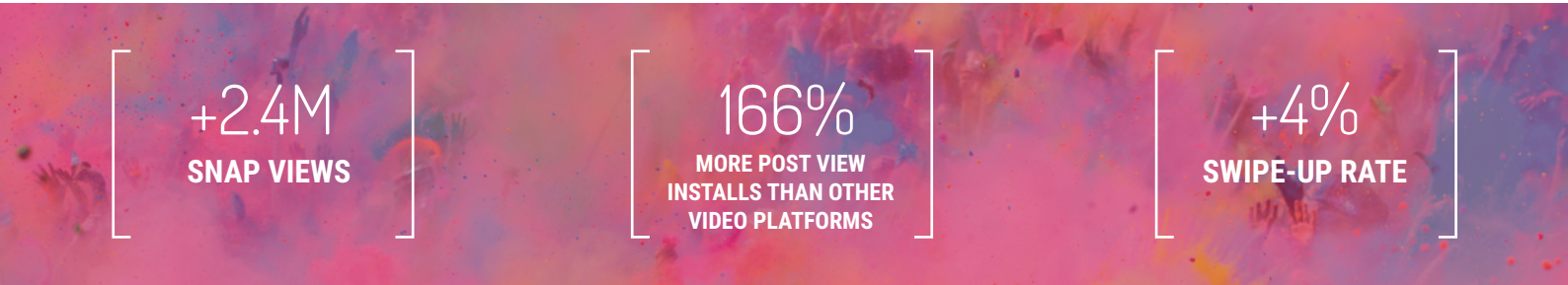
InnoGames

Using Snap Ads to increase Forge Of Empires app installs



CLIENT

InnoGames is one of the world's leading developers and providers of online games with more than 150 million registered players worldwide.



OBJECTIVE

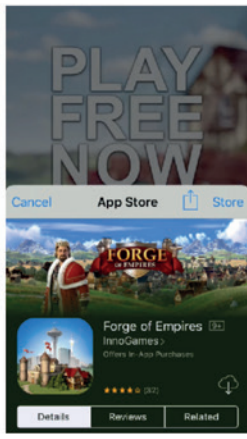
Use mobile app install Snap Ads (beta) to promote Forge of Empires in UK. Reach relevant audiences, build key learnings and drive installs.

STRATEGY

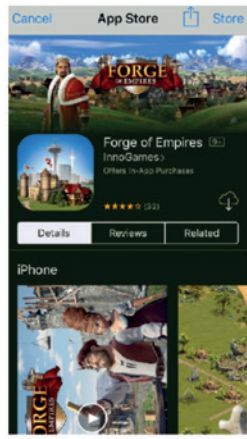
Innogames partnered with Snapchat and Adglow to launch one of the first app install campaigns in the UK. Targeting 21+ males and gamers, they were able to promote and increase life time value of Forge of Empires among Snapchatters.



Top Snap



Swipe Up



App Install View

"Top Snap Swipe Up App Install View Using Snap ads, we were able to see 4x higher CTRs than from other social channels and a 25% increase in video traffic from the UK. Partnering with Adglow we were able to launch our first campaign on Snapchat and interact with a core audience. We're pleased with the initial results we've seen and will continue to invest in the channel."

Sven Miketta Head of Social Networks Advertising, Innogames