



# TOY PARTY SUCCESS STORY

How *Toy Party* increased average daily revenue by 183% with Amazon Moments

64%

D14 ROAS

183%

Increase in average daily revenue

19%

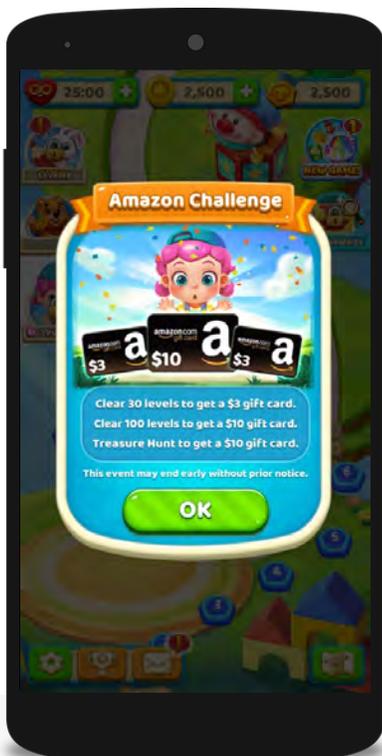
Increase in session time during campaign

24%

Increase in D1 retention

## CHALLENGES

As a mobile and online game developer, CookApps was interested in testing whether real-world reward would provide strong motivation to users and increase engagement. However, due to geographical limitations with reward fulfillment (CookApps is based in Korea while most of their users are in the US), testing real-world rewards was not feasible. Amazon Moments campaigns provided the solution for fulfillment barriers and offered the perfect opportunity to test real-world rewards in increasing player engagement and spend. Players were able to redeem their rewards via Amazon's online store regardless of their location.



## SOLUTION

As a part of the Amazon Moments campaign, *Toy Party* players who cleared level 10 of the Treasure Hunt received a \$3 gift card in Amazon credit. Players who cleared level 100 received a \$10 Amazon gift card, and players who completed the Treasure Hunt received a \$10 Amazon gift card. CookApps ran a one week campaign in April and promoted the campaigns with in-app message pop-up that appeared every time the user opened the game.



## RESULTS

*Toy Party* saw an immediate improvement in early player engagement from the Moments campaign. Motivated by real-world rewards, D1 retention **increased by 24%**. The campaign boosted general user engagement, leading to **19% longer** average session times during the promotion. Increased user engagement also translated into overall growth in revenue. Real-world rewards were effective at converting new users into paying players – 1st time payer conversion rate within 3.5 days was **20x higher** during the campaign. Additionally, average daily revenue for *Toy Party* **increased by 183%** during the campaign and remained **55% higher** in the 7 days after the campaign, and **ARPPDAU grew 21%** during the campaign. Overall, the campaign showed effective returns on ad spend with a **D14 ROAS of 64%**.

The campaign was overall extremely successful and proved real-world rewards are an effective way to engage new users and motivate them to make in-app purchases. Given their successes with this first campaign, CookApps is considering running additional Moments campaigns to increase player engagement and exploring using Amazon rewards within their in-game economy.



## COOKAPPS

CookApps is a global company founded in 2010 focused on creating social and mobile games for players around the world. CookApps games have been played by over 80 million players in North America and Europe and ranked at the top of DAU ranking charts among Facebook games in South Korea. With an average annual revenue growth rate of 63%, CookApps continues to expand their gaming business across markets. Toy Party is a six direction hexa puzzle match 3 game that follows the journey of Joyce, a young girl who visits a magical world of toys. Toy Party has been played by over 8 million players.

*"One of our main goals was to identify mechanisms to engage users early to improve retention and increase their in-app spend, and we were extremely successful in that with the Moments campaign. We saw 50% of users who reached our reward level continue to engage and make in-app purchases after the campaign!"*

**-Boram Ku, Marketing Director @ CookApps**