



AIBID Success Story Immortal World

Challenges and Strategies

Challenge

During the initial launch period, it is hard to discover high-value users who might take interest in Immortal World and would make in-app purchases. The challenge lies in enticing them to download the game and continue to be active in this game.

Goal

Bring in more active players, boost downloads, and optimize the return on ad spend (ROAS).

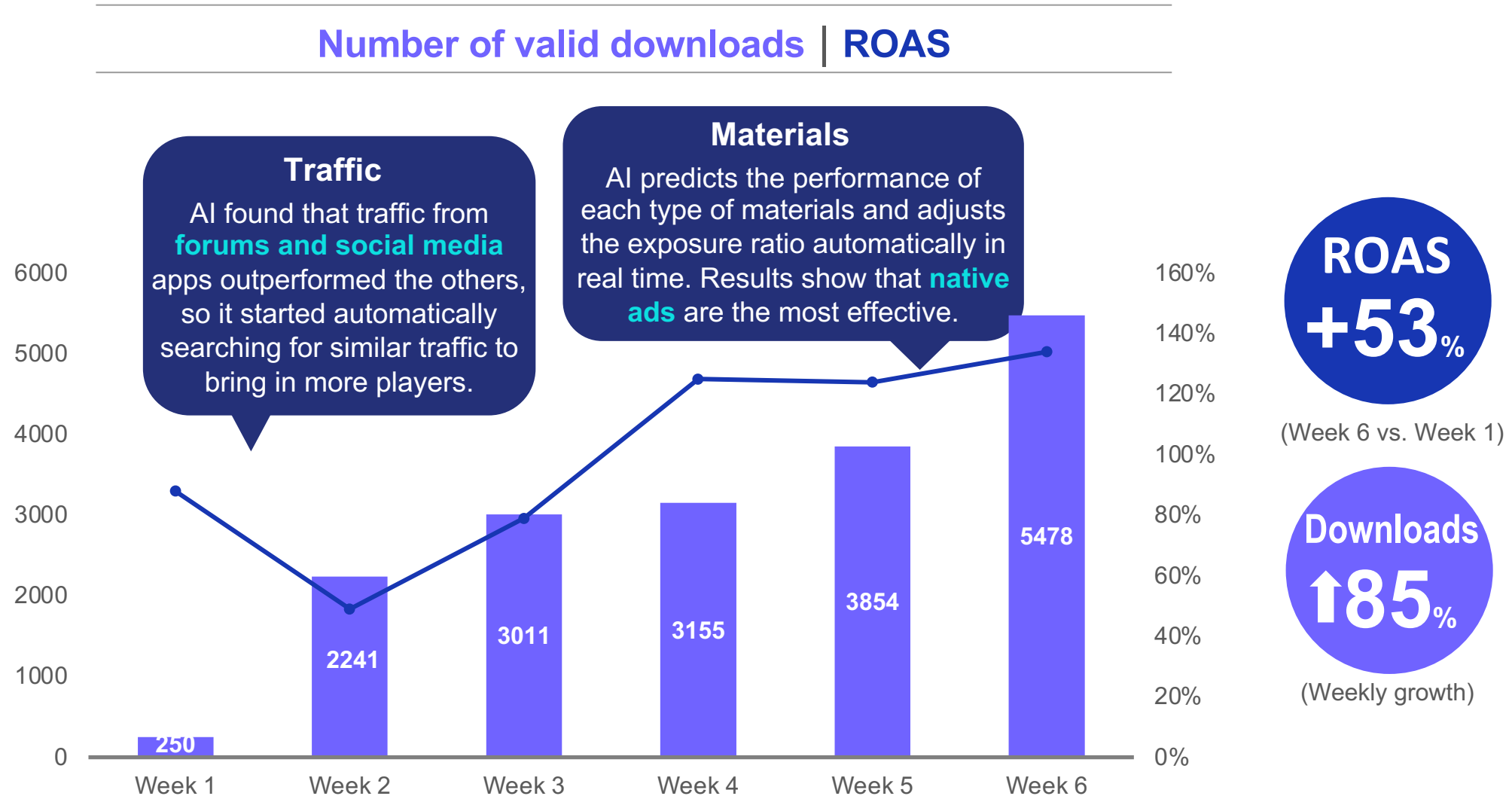
Solution

Through Appier's AI technology, we study the profile and interests of users who i) clicked on the ad, ii) made in-app purchases, or iii) had a high degree of interaction with the app, in order to reach similar audiences and increase the conversion rate.



Campaign Performance

Boosting downloads while optimizing ROAS



Campaign Performance: In-app Behavior

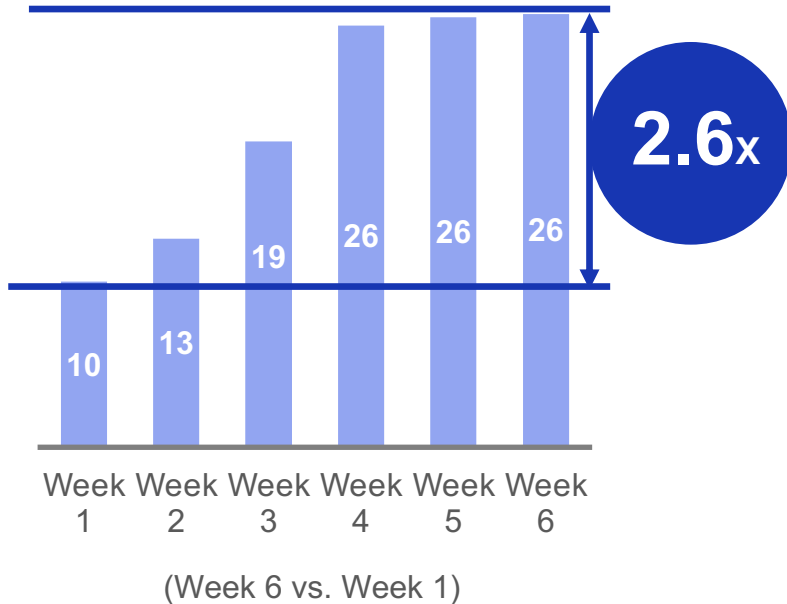
AIBID discovers high-value users, boosting overall in-app interaction

Launches

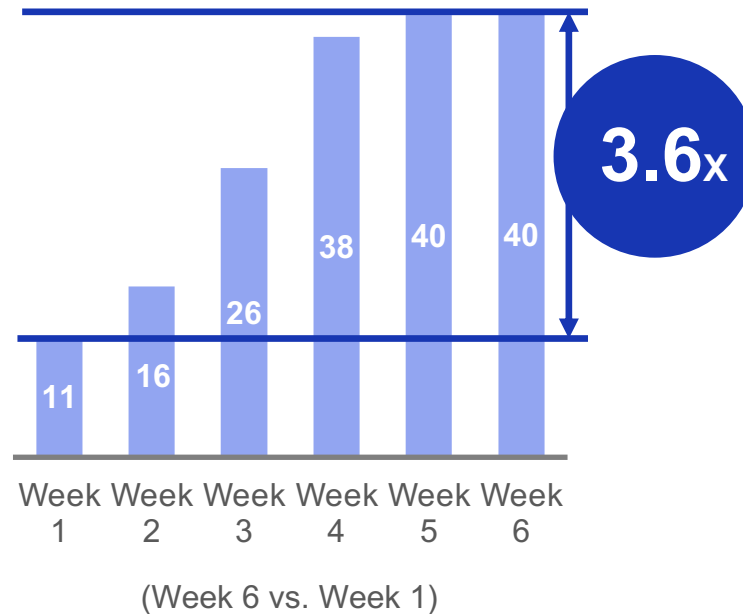
Logins

Purchases

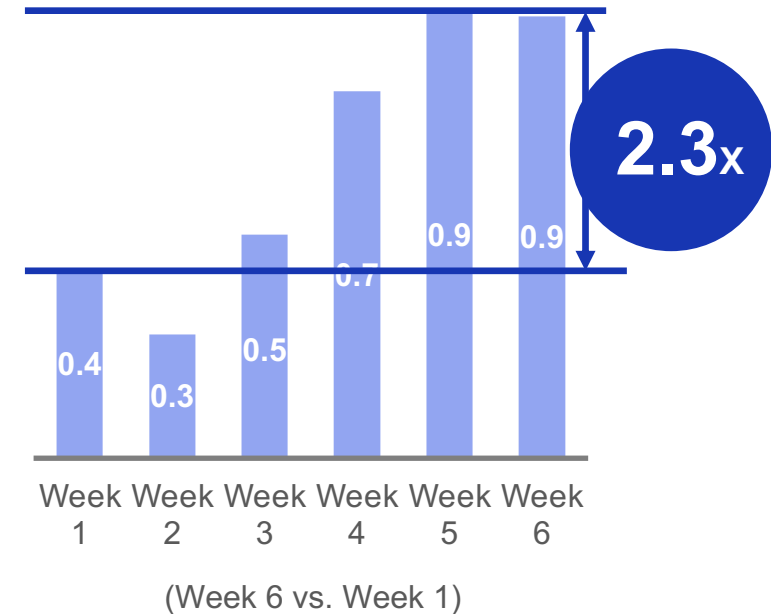
Average **app launches** per download



Average **logins** per download



Average **in-app purchases** per download



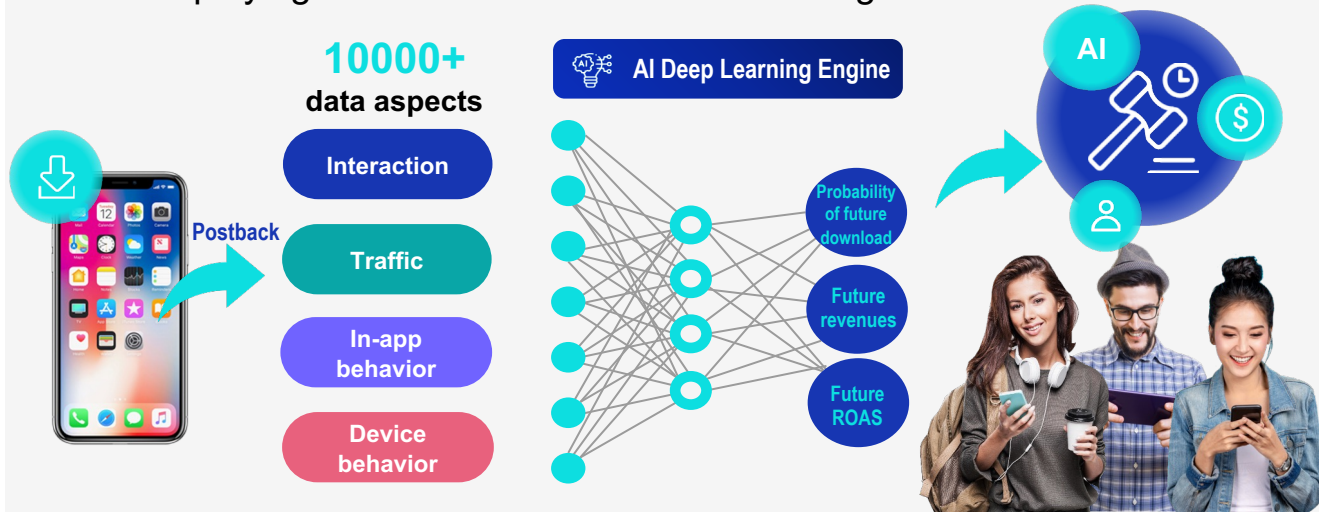
AI BID successfully helped Immortal World boost popularity during launch, with spikes in downloads and revenues

Challenge: During the initial launch period, it is hard to discover high-value users who might take interest in Immortal World and would make in-app purchases. The challenge lies in enticing them to download the game and continue to be active in this game.

Goal: Bring in more active players, boost downloads, and optimize ROAS following the initial launch.

Solution:

Predicting the potential value of more than millions of users with AI models and displaying the most effective materials to high-value users.



Performance:



ROAS

▲ **53%** (Week 6 vs. Week 1)

Downloads

▲ **85%** (Week-over-week growth)



App launches
per download

2.6x

Logins
per download

3.6x

In-app purchases
per download

2.3x