MZ

CLIENT PROFILE

MZ (previously known as Machine Zone) is a mobile game developer founded in 2008 and based in Palo Alto, California.

In 2013 the launch of their initial MMO game, Game of War – Fire Age, was a global success and later followed up with the launch of their second smash hit, Mobile Strike, in 2015.

The meteoric rise and continued success of both products has led to MZ becoming one of the highest-grossing app companies in the world for both 2014 and 2015.

THE CHALLENGE

With the launch of Game of War – Fire Age, MZ was looking to achieve a globally dominant position as the premier MMO strategy app in both the iOS and Google Play Stores, while at the same time ensuring that the LTVs of their users were maximized. In order to achieve this goal, MZ needed a user acquisition partner that could deliver highly-targeted users who were able to meet a multitude of granular KPI metrics.

Important aspects of MZ's user acquisition strategy included full transparency and control over media buys, access to a variety of traffic sources on a global scale and a strong focus on real-time optimization capabilities as they pertained to the client's KPI quality metrics.

STRATEGIES WE USED

Effective Communication.
Constant Optimization.
Focus on Quality & Compliance.

- **MUNDOmedia** launched international campaigns on exclusive in-app and mobile web channels, focusing on the following verticals: Social, Utilities, News/Entertainment, Gaming, Sports

- To ensure that MZ's objectives were met from a transparency and control perspective, **MUNDOmedia** provided decoded API access to all ad placements and ran campaigns manually to ensure that spend, targeting and optimizations were controlled

- **MUNDOmedia** targeted users by geo, device, model, OS, time of day and in some cases relied on device IDs and user profiles to provided high-calibre prospective audiences

- MZ asked **MUNDOmedia** to optimize traffic by five key quality benchmarks based on retention, engagement & in-app purchases

- **MUNDOmedia** was able to optimize to post-install events in real-time on a daily basis to help exceed KPI benchmarks across the board by an average of 150%

RESULTS

MUNDOmedia helped reach its acquisition objectives with the following results:

Generated more than **HALF A MILLION** installs for Game of War and Mobile Strike from Q4 2015 through Q2 2016

Helped MZ achieve a global presence by delivering installs in **OVER 182 COUNTRIES** worldwide

4X — Exceeded the **IN-APP PURCHASE BENCHMARK BY 4X** on all installs delivered in 2015/2016

Kept a good record of **QUALITY TRAFFIC** with no compliance incidences, allowing MZ to focus on becoming the top grossing app developer without worrying about the safety of their brand

CONTACT US

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