

Success story

## Pocket Gems uses YouTube app install campaigns to acquire high value users.



50% higher LTV than other video networks



<\$2 CPI driving significant install volume



80% increase in install volume in one month\*

“We’ve seen success with the YouTube affinity targeting which allows us to match Pocket Gems Episode target user with highly relevant affinity groups (e.g. "fashionistas", "beauty mavens", "romance and drama movie fans"). We feel the granularity of targeting is effective and allows us to reach the right audience.”

- David Rose

Director of Performance Marketing, Pocket Gems

\* Between Dec 2015 - Jan 2016



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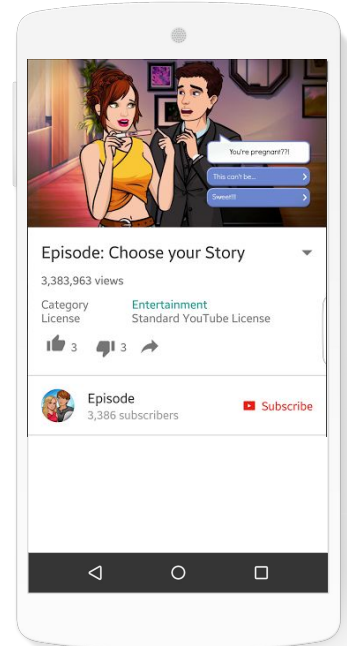
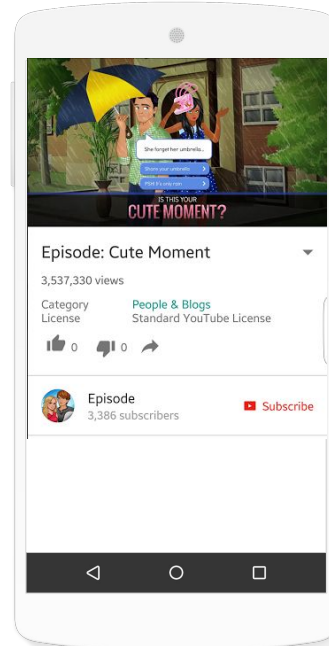
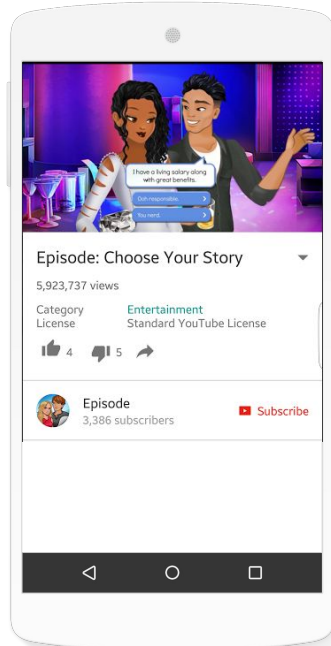
CPI driving  
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Google

# Pocket Gems wins over gamers at key CPI

With YouTube TrueView video ads on mobile we were able to drive significant volume at a CPI less than

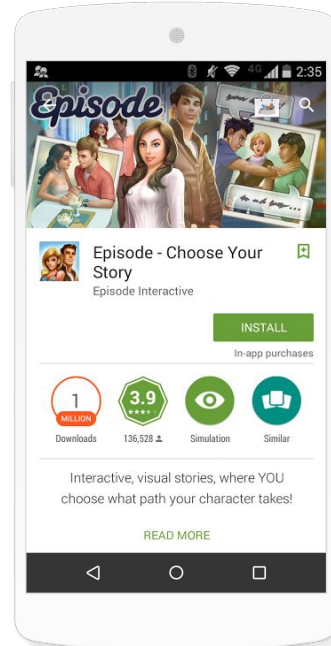
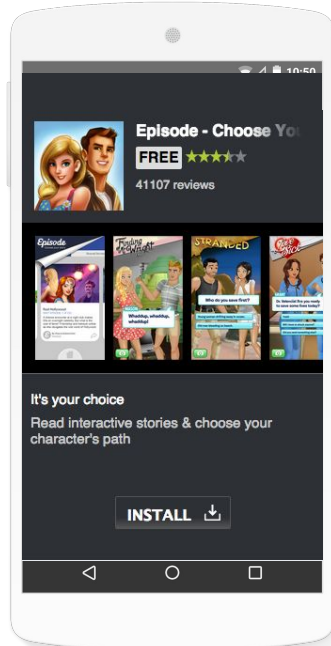
**\$2.00**



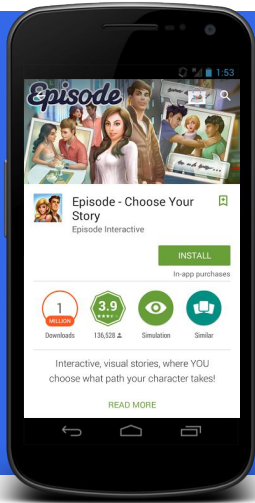
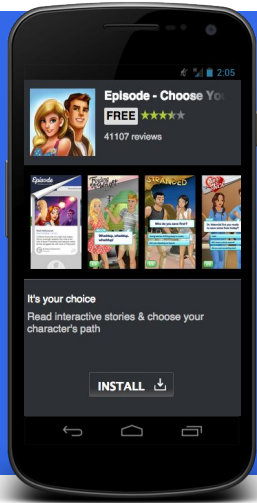
# Pocket Gems wins over gamers at key CPI

With YouTube in-app interstitial ads on mobile we were able to drive significant volume at a CPI less than

**\$1.00**



# Success story – Pocket Gems wins over gamers at key CPI



*"Google provides us with a very cost-effective way of reaching the kinds of players who love our games. Our campaign with Google delivered a very impressive return on investment. With the new format we were able to drive significant volume at a CPI less than \$1. We were able to scale our campaigns by increasing budgets 300%. Adwords has become one of our most profitable channels."*

## Background

Pocket Gems is a mobile first developer of games and entertainment for iOS and Android

## Goal

Drive a high volume of target customers to install and play "Episode" new to their diverse portfolio of games

## Approach

Create targeted In-App display campaigns to reach players at scale

## Results

Drove app downloads at a **less than \$1 CPI** at scale