

Pocket Gems uses YouTube app install campaigns to win over active gamers

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Director of Performance Marketing, Pocket Gems

Goals

- Drive high volume of installs targeting LTV customers

Approach

- Create targeted video campaigns to reach players at scale

Results

- 50% higher LTV than other video networks
- <\$2 CPI driving significant install volume
- 80% increase in install volume in one month*

*Between Dec 2015 - Jan 2016



Google

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