

CASE STUDY TowerMadness Zero admob

“TowerMadness Zero, our successful app in the highly competitive Strategy Games category, had been declining in its ranking over time. We used a burst campaign from AdMob to launch our app back into the Top 10 and were pleased with the results.”

*Iman Mostafavi,
Co-Founder,
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GOAL

TowerMadness Zero is an award-winning 3D Tower Defense Strategy Game in which users defend their flock of sheep from attacking aliens. It was selected as a Wired Favorite iPhone App of 2009, a MacLife App of the Year, and a Gizmodo Top 10 Free App of the Week. Once the #1 ranked app in the highly competitive Strategy Games category, after a period of time the app's position in the rankings began to decline. As an AdMob publisher earning revenue from advertising, Limbic Software decided to run a campaign to promote their own app with the goal of reaching the Top 10 in the Strategy Games category.

SOLUTION

Limbic Software took advantage of AdMob text link ads that, when tapped, sent the user to the TowerMadness Zero page on the App Store. To boost the app's ranking, Limbic Software ran ads across the 3,000+ apps in AdMob's network in a 3-day burst campaign aimed at driving the maximum number of downloads possible in a short period of time. AdMob targeted ads separately to iPhone and iPod Touch users in order to compare the performance of these two distinctly different user groups and to optimize the campaign accordingly.

RESULTS

- Boosted ranking in the Strategy Games category from #38 to #9 (achieving the goal of reaching the Top 10)
- Entered the Top 100 in the Games category and reached a peak rank of #73
- Campaign drove >14,600 app downloads
- iPod Touch targeted campaign Cost-Per-Download (CPD) of \$0.87
- AdMob optimized the campaign to target primarily iPod Touch devices in favor of the low CPD



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