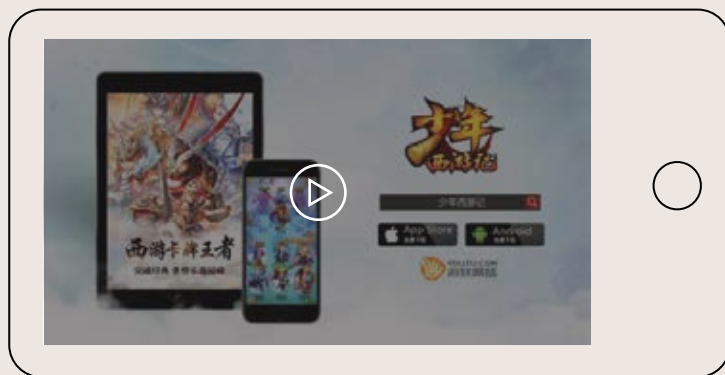


Youzu Acquires High Quality Gamers With InMobi Video In China



THE CHALLENGE

Youzu Interactive Co. Ltd., a developer and publisher of mobile games, partnered with InMobi, the largest independent ad network in China, to acquire quality gamers for 'Youth of Three Kingdoms' at scale. Established in 2009 Youzu Interactive is a global entertainment company with blockbuster games such as League of Angels, Youth of Three Kingdoms and Furious Wings.



Click to view the full video

THE SOLUTION

InMobi's Mobile Video Solutions were best suited to help Youzu meet its acquisition goals.

PLATFORM

iOS



REACH AND SCALE

With on-ground presence and a strong network of local premium video publishers, InMobi drove 1.4 million app installs across relevant audiences.

DEDICATED DELIVERY TEAM

With dedicated delivery support, InMobi ensured optimization on various dimensions such as :

- Timing of the ad across the day
- Timing of the ad across different user contexts
- Different messaging through different creatives to maximize influence
- Optimization of CTRs along with creative rotation to maximize performance

ADVANCED TECHNOLOGY & LTV OPTIMIZATION

InMobi's video platform combined with its unparalleled targeting capabilities helped deliver CPIs that consistently exceeded Youzu's expectations. By optimizing campaigns for user segments that were highly engaged, InMobi delivered high RoI for Youzu.

RESULTS



1.4 million
app installs across China

4.5 billion
completed video views

25% of all app
installs for Youzu

8 times ^[1] better
conversions

100% lower
acquisition costs^[2] through quality

600 million users
reached, aiding brand recall



"We were impressed by the quality of users delivered through mobile video on the InMobi network. Not only could we acquire users at scale, the quality of users was better than those acquired through other channels. InMobi's consultative approach to user acquisition, combined with robust account management and campaign optimization ensured that we acquired a large number of users quickly and efficiently. The passion and dedication of the InMobi team to deliver against our objectives was truly exceptional."

-LiBo, SVP of Youzu Interactive Co. Ltd.