GoMining

AdQuantum

Over 350,000

Registrations

During the 5 months of collaboration, AdQuantum genarated over 350,000 registrations for GoMining.

AdQuantum has provided a combination of multiple traffic sources for GoMining, including paid social and in-app networks, covering both our mobile apps in the App Store and Google Play. We expanded our reach to a worldwide audience, and AdQuantum has helped us hit our KPIs, ranging from Cost per Registration to ROMI. They assist us in developing and adapting marketing strategies to meet the current needs of our product, and we are happy with the results.

— Yaroslau, Affiliate Manager

Background

2022.05.27

WORLDWIDE RELEASE DATE

~700,000

USER BASE

GoMining, a pioneering platform that transforms the landscape of digital mining. Upgrade your mining farm, complete simple daily tasks and get involved in the game to increase your profits. No need to buy and set up the hardware. No problems with equipment maintenance. No associated risks or headaches. Do everything online.

Download on the App Store

GET IT ON Google Play

Goals

- Grow the active community within the app
- Run campaigns worldwide
- Test and focus on the best-performing traffic sources
- Generate high-quality traffic

Strategy

User Acquisition

Case Study period: December 2023 - April 2024

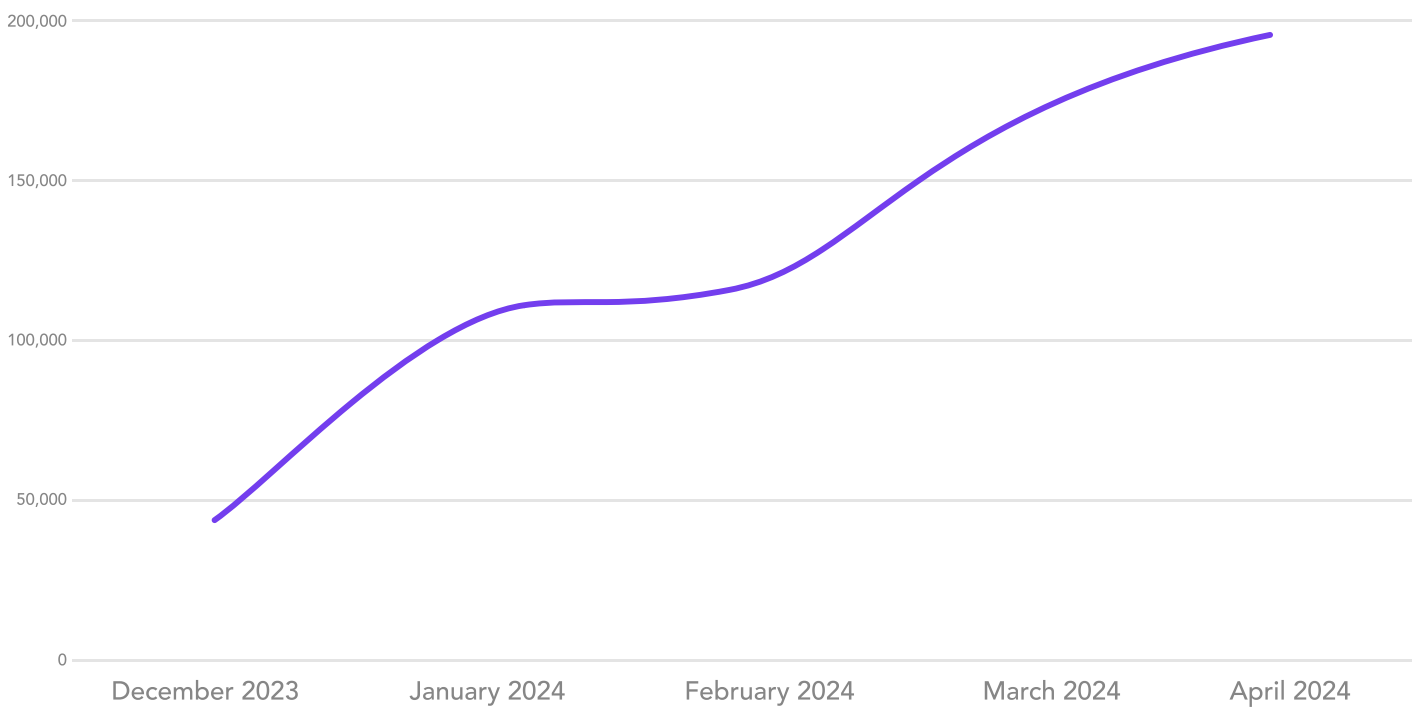
Traffic sources:

Meta Google Ads ironSource unity ADS MOLOCO

In order to meet the requirements, performance was assessed using metrics such as ROMI, CPA, CR registration -> deposit. The primary objective remained acquiring unique registration events at the lowest cost, while maintaining favorable conversion rates throughout the funnel.. Therefore, the registration event was selected as the central one for this case study.

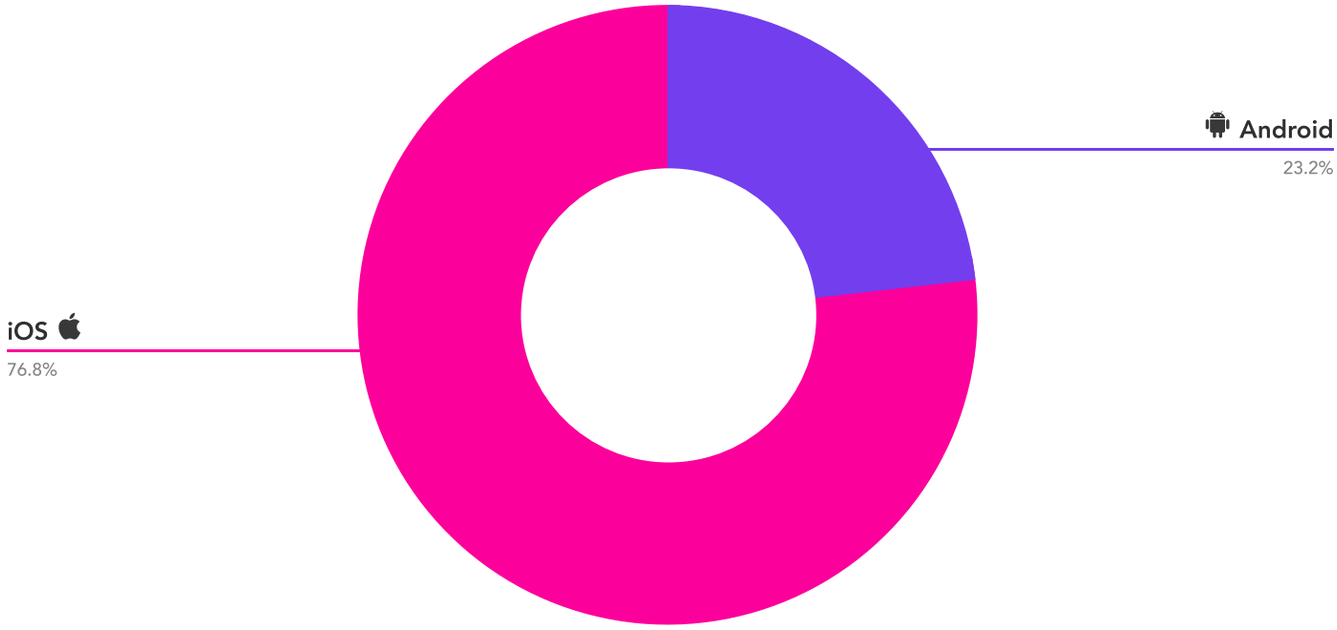
The graph below shows the number of registrations on the timeline.

Cumulative registrations by months



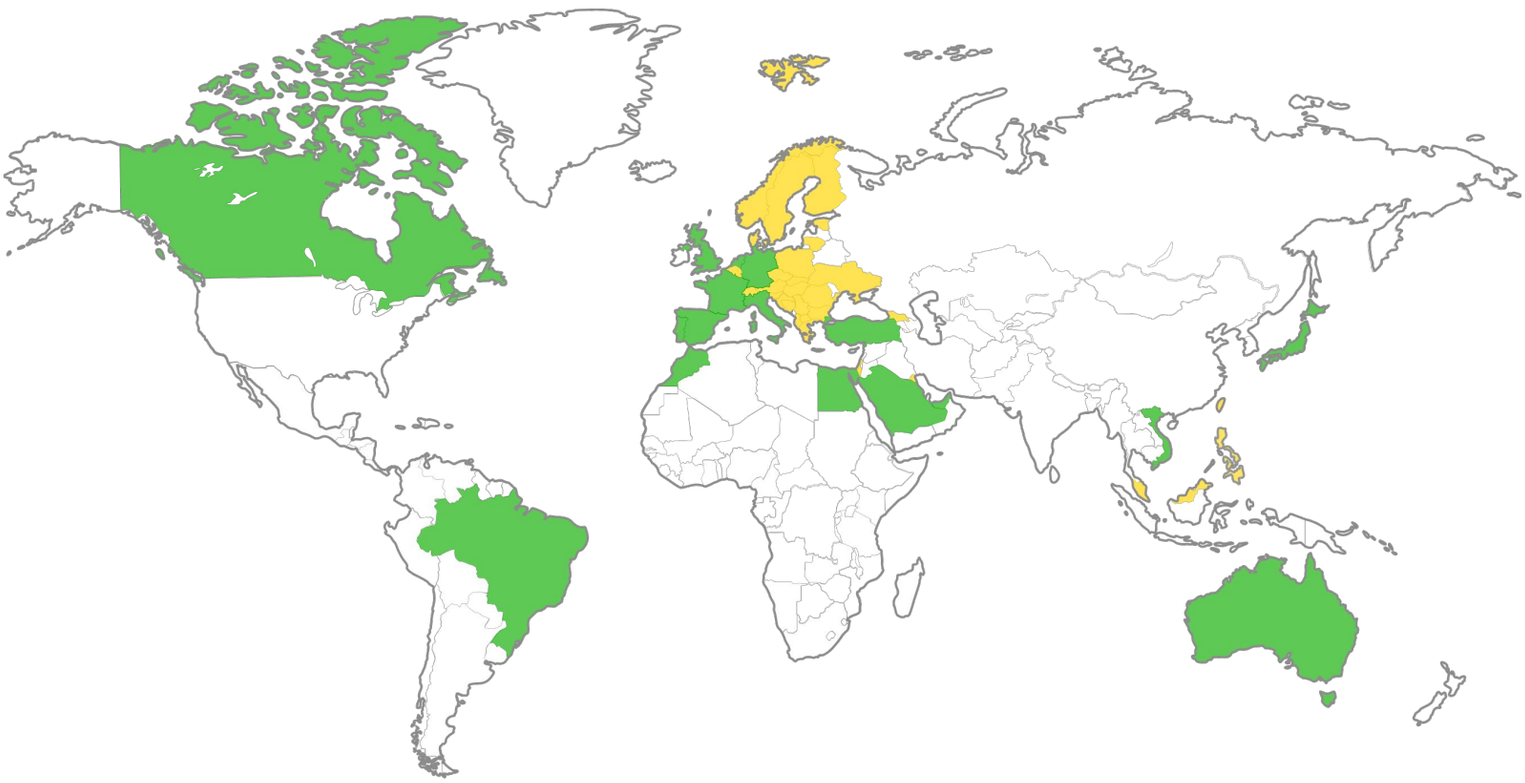
The boost occurred after the release of the iOS app, during which we expanded the list of traffic sources to promote it.

AdQuantum's traffic for GoMining App, segmented by OS



Top performing GEOs

Scaling these results so quickly wouldn't have been possible without targeting multiple GEOs and identifying the best-performing ones.

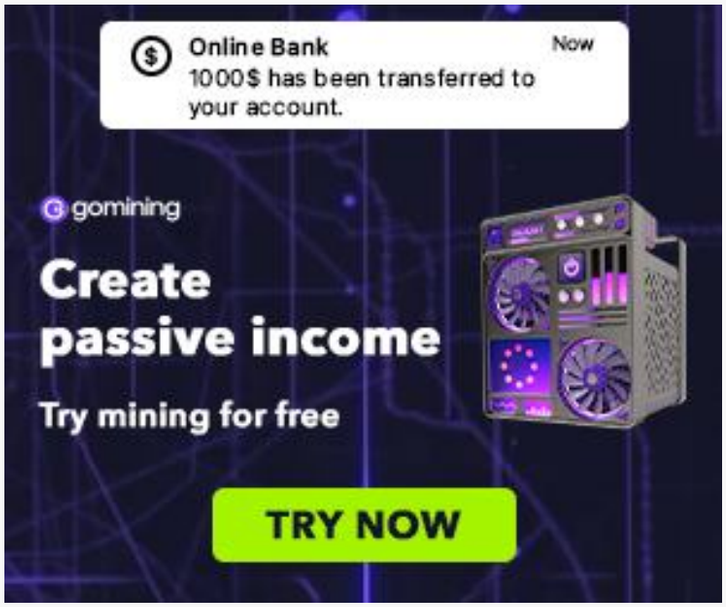


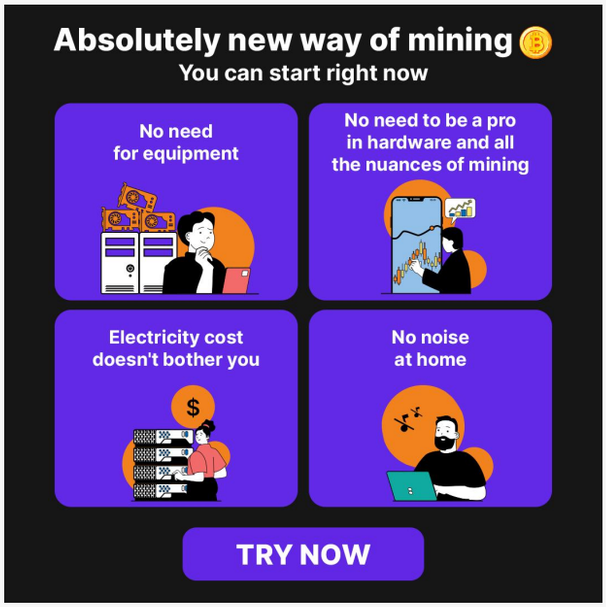
Creatives

As always, AdQuantum used creative production resources to enhance performance. We produced static banner and video creatives, along with the endcards for Unity Ads. The creatives were translated into multiple languages in order to get higher performance in regions where English creatives have limited potential.

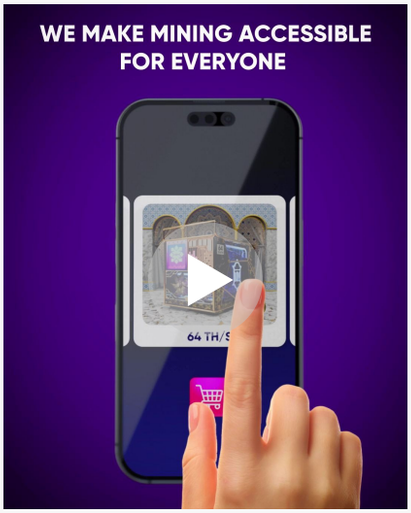
The total number of creatives produced on our side during the case study period was ~60.

Banners





Videos



End Cards

The cooperation between AdQuantum and GoMining continues to this day, leaving new horizons yet to be explored!

Results

350,000* registration

60* creatives

* December 2023 - April 2024

Contact us!

Do you have the mobile app on alpha or later stage?
We have investments, marketing resources
and extensive expertise in app promotion.
You too can increase your profit.
Talk to one of our specialists at AdQuantum.

Get started

www.adquantum.com sales@adquantum.com