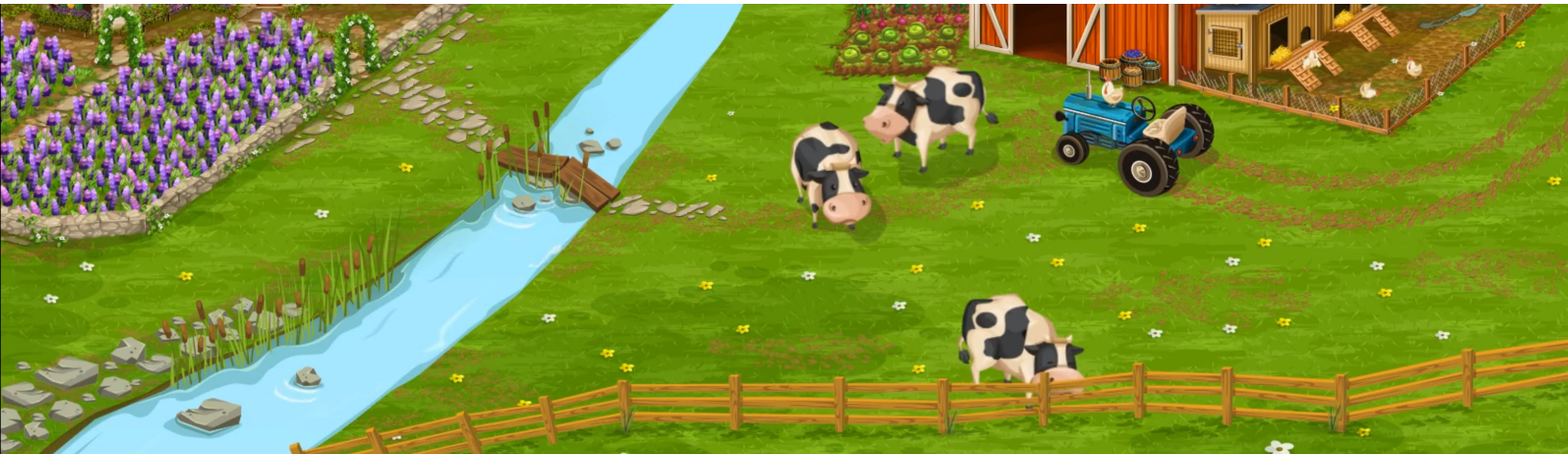


Goodgame Studios Triples Number of Online Players with Taboola



“Taboola gave us another point of view in terms of the volume of content we create for our users. Instead of focusing solely on the conversion part of the funnel, we started seeing a bigger impact from users inside that already play and engage with the game.”

Mary J. Kim, Senior Online Marketing Manager at Goodgame Studios



COMPANY

Goodgame Studios is a leading free-to-play, online games development company with over 300 million registered users worldwide.



CHALLENGE

Support performance marketing efforts by finding new quality users and improve engagement of existing users globally.



SOLUTION

Run campaigns on the **Taboola** discovery platform to drive quality traffic to **Goodgame Studios'** landing pages.



RESULTS

With **Taboola**, **Goodgame Studios** was able to **triple the number of players, and achieve their ROI goals.**

300%

Increase in New Player Growth



Introduction

Goodgame Studios is a leading free-to-play, online games development company. They operate across web and mobile platforms and cater to over 300 million registered users worldwide.

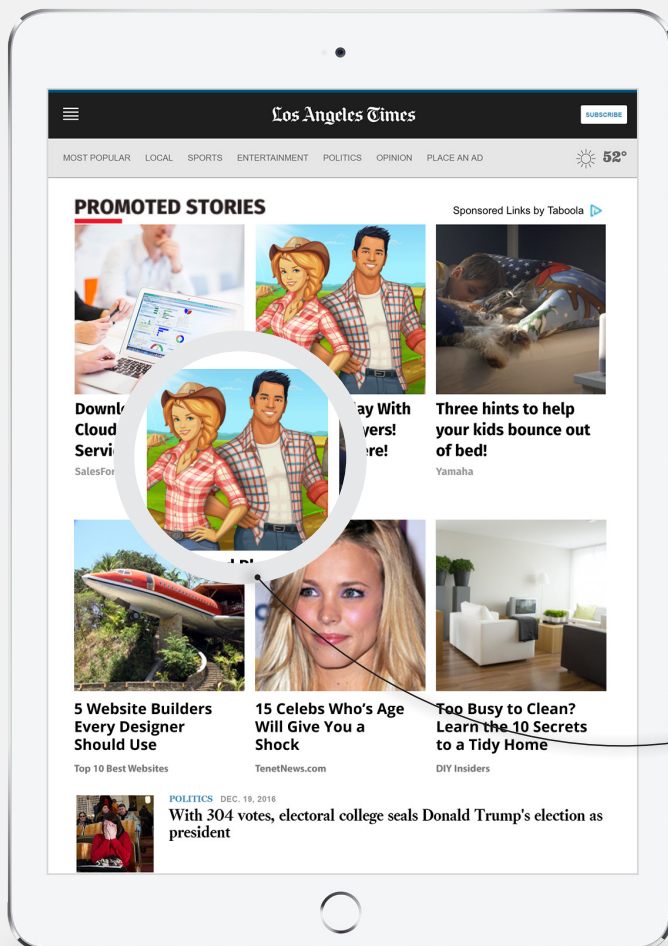
The games created by **Goodgame Studios** are unique because people play them for such a long time. One

of their games, Goodgame Empire, has users that have played for four years.

With a rich talent pool of employees from more than 40 nations, they are among the largest German-based employers in the gaming software industry, and aim to become one of the leading gaming companies in the world.



Goodgame Studios' User Base Explodes with Taboola Campaign





Goodgame Studios Reaches Goals with Taboola Targeting and 'Adores' Getty Images Feature

While **Goodgame Studios** uses other channels for acquisition like affiliates, search, display, Facebook, other social ads, and data partners, with **Taboola** they've always seen consistency with their capability to grow.

For them, **Taboola's** native format was important. As people see more and more ads on the web, the ability to make content that is relevant for them allows the user experience to be more fluid.

On desktop devices, **Goodgame Studios** tested many different landing pages before they settled on one that worked - direct registration.

They also tested a variety of headlines, like "This Farm Game Will Not Let You Sleep at Night" and used **Taboola** Data Marketplace to target the right demographic. They're currently reaching users in Germany, Austria, Switzerland, Japan, Netherlands, Portugal, Poland, UK, France, Italy, Brazil, Canada, Russia, Turkey and the US.

Specifically, **Goodgame Studios'** Mary J. Kim expressed adoration for **Taboola's** integration with Getty Images, which allowed her to get access to stock images for free and save time on creative work.



Goodgames Studios Names Taboola One of Their Top Channels

The campaigns for **Goodgame Studios** were all performance based. They were really able to call **Taboola** a success when they saw the massive volume of traffic they received after testing - traffic that brought both quantity and quality of users.

With **Taboola**, **Goodgame Studios** was able to triple users, and achieve their ROI goals.

Taboola currently supports all of the **Goodgame Studios** games - Goodgame Empire, Empire: Four Kingdoms, Goodgame Big Farm, Big Farm: Mobile Harvest - and the partnership is likely to grow.