

Innogames Pushes Transition To Mobile With One Of The Best Native Platforms



*"Encouraged by strong desktop performance, we started user acquisition (UA) for our mobile games on the **Taboola** network. Our first campaigns showed promising volumes and quality. We are confident that Taboola can become a key mobile partner for **InnoGames**' existing and upcoming titles."*

- Perrine Keutchayan, Senior Performance Marketing Manager, Innogames



COMPANY

InnoGames is a leading developer and publisher of online games, including the popular cross-platform title, Forge of Empires



CHALLENGE

Wanting to grow their UA, **Innogames** needed a way to reach new potential players, and increase conversion rates.



SOLUTION

Innogames uses the **Taboola** discovery platform to increase ROI, with acquisition costs lower than revenue.



RESULTS

With **Taboola**, **Innogames** exceeded their target UA, attracting 50K new players per month.

50K
New Players a Month
Acquired



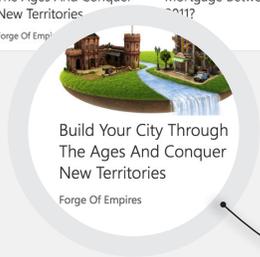
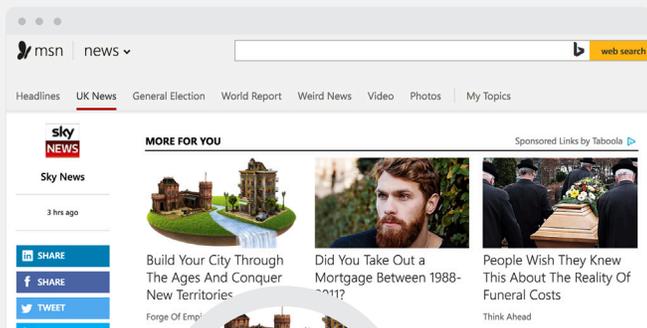
Introduction

InnoGames is the creator of six successful online games including Forge of Empires, Tribal Wars and Elvenar, and one of the leading developers and publishers worldwide.

Based in Hamburg Germany, **InnoGames** has generated compound annual revenue growth of more than 20% over the past three years, and 25% growth in 2016 to EUR 130 million. The acceleration is being driven by the mobile gaming segment, with more than half of all new **InnoGames** user registrations being on mobile platforms, and several new mobile-only titles currently in development.



Innogames Finds Satisfying, Quality Traffic with Taboola





Taboola becomes one of Innogames' top partners

With an inbound strategy, **Innogames** wanted to focus on its core markets with an ROI approach. In order to drive users to their desktop and mobile games, they were looking to run native advertisements internationally.

“One of the secrets to successful campaigns is the audience—the right audience. Taboola helped us spotting the right people, at the right time, and in a right way,” adds Perrine Keutchayan, Senior Performance Marketing Manager, **Innogames**.

When **InnoGames** discovered **Taboola**, they were expanding their portfolio of partners in order to explore effective channels for UA through native ads. While they came for the native offering, they stayed for the service.

They saw professional and high-level expertise in performance marketing in their account managers, which has been beneficial to the success of their campaigns.



Innogames' Plans to Expand Mobile Campaigns

Right now, **Taboola** is among **Innogames'** top partners when it comes to generating traffic on PCs. Together with **Taboola**, **Innogames** exceeded their target UA numbers, attracting **50K new players a month**.

Based on current results, **Innogames** plans to explore an expansion of their relationship with **Taboola** in the future. Mobile campaigns are already showing profitable results internationally, making **Taboola** definitely “one of the best native platforms for mobile traffic,” according to **Innogames**.