

Case Study: Jawfish GAMES

Client

Jawfish Games is a leading developer of social media games focused on real-time tournament gameplay.

Objective:

Jawfish wanted the most cost effective way to get Facebook users to install their new game, *Word Rack*.

Strategy and Execution

Jawfish hired Audience Delivered to manage their Facebook media buys for *Word Rack*. Using our proprietary FAMS system, Audience Delivered utilized psychographic and demographic profiles to discover and target users:

- > who were playing similar types of games
- > who had previously been social gamers
- > who fit the profile of gamers but had not yet played games

Additionally, due to the tournament style nature of *Word Rack*, we identified users

- > who would be most likely to be "social" gamers
- > who are most likely to share and compete with their Facebook friends

We then deployed custom creative which was dynamically optimized by the FAMS system.

Results:

- > Jawfish's usual paid cost-per-install of \$0.40 **was reduced to \$0.11 - a 75% cost reduction**
- > For every game install, there were an **additional 1.6 viral installs** from socially engaged players
- > **This lowered the effective cost per install to \$0.04!**
- > *Word Rack* has become one of the top word games on Facebook