"WE WERE ABLE TO GROW OUR SPENDING BY 2X IN THE MONTHS WHICH FOLLOWED THE TENJIN INTEGRATION AND BE ROI POSITIVE."

BACKGROUND

Godizlab started their company in 2010 with their first mobile hit iBlast Moki. They are a talented globally distributed group of 7 people focused on making free to play RPGs. Five years ago they integrated a third party attribution provider, but realized that this wasn't everything they needed to measure ROI. Godzilab found Tenjin in 2018 during the success of their latest app, CRUSH THEM ALL. Because their game is a mix of IAP and ad-revenue, they wanted to figure out their Ad Revenue per source to be able to scale their UA. They were able to grow their spending by 2x in an ROI positive way once Tenjin was integrated.

PROBLEM

Godzilab quickly realized there was an issue when using multiple ad networks, analytics services, and 3rd party attribution providers: the data did not integrate nicely with each others' siloes. Godzilab needed a tool that easily combined all aggregated data from various sources in one place even if they used multiple toolsets and attribution providers.

SOLUTION

Tenjin provided Godzilab with a solution that synchronized data sets from 3rd party attribution, analytics, ad revenue, and ad spend providers without the need of an SDK integration. The campaign bucketing tool allowed the Godzilab team to tie different data sets together from various ad networks and attribution providers. They were able to integrate quickly without submitting a new update or SDK. In a couple of days, they were able to gather data and start to analyze it.

RESULT

With the help of Tenjin and its campaign bucketing we were able to tie attribution data from an outside attribution provider and the cost/ad revenue data from different networks. This helped them focus on the game development instead of wasting time to collecting various marketing data sets to assess campaign performance.

> We were able to grow our spending by 2x in the months which followed the integration and be ROI positive. Great, love the reactivity from the team. That and the CEO is involved directly in the discussions to help us figure out the best solutions
>
> *Jerome Lanquetot, CTO, Godzilab*