

Moloco Partners Up with a Mobile Marketing Agency to Help Grow a Client's Business

Com2us, Mobicdays, and Moloco collaborate to optimize **Summoners War** campaigns in line with iOS 14.5+ updates and achieves success in UA



RESULTS

↓ **10X** lower CPM ↑ **70%** higher Retention
↓ **4X** lower CPI ↑ **2X** higher Conversion rate*

- In comparison to other media sources
- SKAN + non-SKAN traffic combined
- For campaigns in the U.S. market

(* install to in-app purchase)



CHALLENGE

- Apple's iOS 14.5+ updates further emphasize user privacy and encourages the mobile marketing industry to distance away from IDFA
- SKAN is becoming a major attribution tool in iOS 14.5+ and marketers will likely no longer get granular user-level data that used to be provided through MMPs
- Agencies/advertisers need a media partner with the resources and expertise to drive performance in a post-IDFA world

STRATEGY

Moloco

- Provided access to Moloco Cloud, a global mobile-first DSP solution
- Shared best practices on how to prepare for iOS 14.5+ and SKAN
- Shared a summary of global MMPs' insights on iOS updates

Mobicdays

- Developed a customized strategy for Summoner's War campaign
- Determined specific conversion values and campaign optimization goals aligned with SKAN

Com2us

- Adapted its global iOS marketing strategy and embraced bold changes to get ready for iOS 14.5+

OUTCOME

- Higher performance + lower costs for user acquisition
- Acquired high LTV users
- Accumulated data for SKAN traffic campaign optimization

PARTNERS

Moloco is an adtech company based in Silicon Valley and a global performance marketing DSP that ranks among the top 10 media sources.

Mobicdays is a top performing mobile marketing agency based in South Korea that manages international/ domestic campaigns with partners in over 20 countries.

Com2us is South Korea's leading mobile game developer listed in KOSDAQ with popular titles like Summoner's War, Tiny Farm, and MLB 9 Innings.