MATCHINGTON MANSION SCORES HIGH USER RETENTION IN THE PUZZLE CATEGORY

More than 3 Million users worldwide are enjoying one of the most popular Puzzle Games available on both iOS and Google Play stores. Puzzle out Matchington Mansion adventure stories with innovative matching gameplay and design new decor and furniture.

OBJECTIVE

Matchington Mansion fell into the category of apps driving new users to the app with a lower than average retention rate. To increase the number of users engaging repeatedly with the app, they decided to activate performancebased user acquisition campaigns together with Adzarena.

STRATEGY

To boost Matchington Mansion's user retention, Adzarena team drove new user demand specific to th is Gaming category, coming from five different major locations. The addition of global demand combined with enhanced creatives as well as ongoing campaign optimization - focused on the analysis and scale of the outperforming traffic sources - gave Matchington Mansion the opportunity to succeed greatly in its app category.
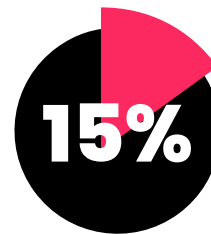
RESULTS

19%
Retention Rate Day7
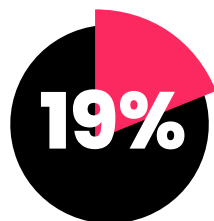
3X
Increase average Retention Rate Day 7 Puzzle-Category

15%
Retention Rate Dayl4

4X
Increase average Retention Rate Day 14 Puzzle-Category

The performance-based campaign ran for 2 months for both iOS and Android versions of the app in the United-Kingdom, the United-States, Australia, Canada and Japan, resulting in +4000 new users weekly, achieving on average a 79% Retention Rate Day 7 and a 74,84% Retention Rate Day 74 - when the average User Retention Rate of the Puzzle category for both, Android and iOS, is 5.7% Day 7 and 3.7% Day 74.