

Qiku increases customer lifetime value 25% with In-App Marketing



IMPROVED OPERATIONS
EFFICIENCY

THE PROOF

25%

INCREASED CUSTOMER
LIFETIME VALUE



DECREASED DEVELOPMENT
COSTS

COMPANY BACKGROUND

Founded in 2014, Qiku is an international mobile game publisher based in China. They provide a professional publishing platform for Android-based mobile games for indie to enterprise game developers. In addition, they offer a mobile game called Battleship Emperor where players can experience historic World War II battleships and naval battles.

CHALLENGES

One of the main goals for Qiku's Battleship Emperor game is effective post-install engagement. However, Qiku had difficulty sending personalized messages to their users. Qiku used two different messaging technologies for iOS and Android players, which cost time and money in repeated tasks and double development costs. They also lacked an easy way to segment and engage with similar customers.

SOLUTION

Qiku implemented TUNE's In-App Marketing to solve their engagement challenges. With In-App Marketing, Qiku was able to use one interface to send messages to both iOS and Android users. This allowed Qiku to easily engage with any Battleship Emperor user, regardless of phone operating system. Qiku also used the powerful customer segmentation tools in In-App Marketing to target groups of similar users and send personalized messaging to each.

RESULTS

Now Qiku can easily segment and engage their entire player base with personalized messaging thanks to In-App Marketing from TUNE. This has resulted in a 25% increase in customer lifetime value for the Battleship Emperor game. Qiku also improved operations efficiency by eliminating the need to duplicate tasks and decreased spend on development costs.

"TUNE In-App Marketing proved to be an effective solution for achieving our engagement goals for the long-term growth of our app business."

QI WANG, CO-FOUNDER OF QIKU