

How Gamivision Skyrocketed Installs by × 2900% with Tenjin in Just 9 Months



A Gamivision Case Study

Headquarters: Lahore, Pakistan

Genre: Casual, Simulation

Platform: Android, iOS

Key Game: [Car Saler Simulator Dealership](#)

About Gamivision

Founded in 2017, Gamivision is a top mobile game publisher in Pakistan. They focus on creating a wide range of mobile games, including simulation, racing, action, casual, and hyper-casual genres. With their diverse portfolio, they are known for delivering engaging experiences to players across different game styles.

Challenges

Gamivision began using Tenjin in early 2024 as they embarked on their user acquisition and growth journey. At the time, they faced several challenges, including:

Limited UA efforts: Before using Tenjin, Gamivision relied only on Google Ads for user acquisition. However, changes in Google’s algorithm made their revenue uncertain and restricted their growth. They needed to expand to multiple channels and target different countries to scale their business.

Scattered Data: Running ads across multiple channels created a challenge—Gamivision needed a tool to bring all their data together in one place and track key metrics like ROI, ROAS, and LTV efficiently.

Lack of Experience: It was Gamivision’s first time using an MMP and running global UA campaigns across multiple channels. They needed a platform that could offer quick and expert support to help them with both integration and scaling.

Budget Constraints: As a growing company in Pakistan, Gamivision needed a cost-effective solution that aligned with their financial situation.

Solution

Tenjin played a key role in Gamivision’s growth, providing a mix of powerful tools, customized pricing, and expert consultation to meet their needs.

Unified Data in One Dashboard: With Tenjin’s real-time dashboard, Gamivision could monitor campaign performance across all platforms, empowering them to calculate important business metrics like ROI & ROAS and optimize strategies in one place.

Expert Support & UA Guidance: Tenjin provided fast support via Skype, helping Gamivision understand which metrics, channels, and KPIs to focus on for growth.

Affordable Pricing: Tenjin offered growth-friendly pricing that fit Gamivision’s budget, allowing them to confidently invest in high-budget UA campaigns and grow their business.

Results

≈ 20%

increase in ROI

≈ 2900%

boost in paid installs

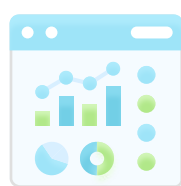
“

Tenjin has been our go-to MMP since the start of our user acquisition efforts, playing a key role in our growth. Its cost-effectiveness, user-friendly UI, and excellent support make it the perfect tool for growing teams like ours.



Imran Ramzan,
CEO at Gamivision

Tools



Real-time Dashboard

Centralized insights at a glance



Strategic Growth Support

Expert guidance on UA growth



Growth-friendly Pricing

Creating room for growth in emerging markets