

**Company name:**



[HyperBeard](#)

**Key games:**



[Campfire Cat Cafe](#)



[Adorable Home](#)



[Pocket Love](#)

**Headquarters:**

Mexico City

**Genre:**

Casual, idle

**About:**

HyperBeard is the largest mobile game developer and publisher in Mexico, with 210 Million+ downloads on AppStore and Google PlayStore. Some of their great titles include Campfire Cat Cafe (launched May 2023), Adorable Home and Pocket Love. They specialize in cute casual idle games targeting a young, adult, female demographic.

# How Mexico's Top Mobile Publisher Boosted their portfolio LTV by 35% - A HyperBeard Case Study



## Results

**up to 20%**

increase in ROAS

**35%**

Portfolio LTV (cross-promo) uplift

## Tools



**DataVault**

Data Warehouse as a service



**Aggregate-based LTV**



**Growth FullStack (Data Pipelines)**

Cross-Promo LTV or Portfolio LTV use case

## Challenge

As a 'boutique publisher' that specializes in a specific type of game (cute casual idle games) for a specific audience (young and adult females), HyperBeard struggled to measure the financial impact of users transitioning between their portfolio of mobile games with their previous MMP, as relying solely on a dashboard restricted their insights.

Additionally, the shift towards a privacy-centric ecosystem presented data gaps for HyperBeard. They could no longer effectively measure user-level data on two types of users: those who opted out of giving their IDFA, which is a large percentage of users on iOS, as well as those who are 15 years or younger, due to age-gated data privacy measures.

Furthermore, their UA efforts are currently focused on tier 1 english-speaking countries. Eventually, however, they want to hone into specific areas and figure out where the opportunity for UA is the greatest outside of tier 1 countries. However, they lacked the insights to visualize such data. Moreover, the absence of in-house data engineering resources hindered their ability to consolidate and visualize vital data.

“ At various points in the past, we have built pieces of internal BI, but to be honest, deep engineering is not really our strength. We’re much more about content, single player experiences, etc. And so, one nice thing about Tenjin is that they have been able to supplement our internal efforts and our BI is basically the Growth FullStack product that they offer. ”



Alex Kozachenko  
CEO of HyperBeard

## Solution

In response to these challenges, Tenjin provided comprehensive solutions that transformed HyperBeard's operations.

*We love using DataVault. Historically, we were just using whatever was available on the dashboard with whatever MMP we were using. But obviously, that's pretty limited. DataVault allows us to expand beyond the Tenjin dashboard. It's great for creative performance tracking, and Portfolio LTV analysis” - Alex Kozachenko, CEO of HyperBeard*

With the Portfolio LTV or Cross-Promo LTV analysis, they were able to derive actionable insights and refine their UA strategies, empowering them to afford higher CPIs and grow at scale. Additionally, the Portfolio LTV use case also enabled HyperBeard to gain clarity on optimal UA prospects, transcending their focus outside tier 1 English-speaking markets.

To address the privacy-centric shift, Tenjin's aggregate-based LTV allowed HyperBeard to bridge data gaps caused by user-level tracking limitations. They could now extrapolate revenue across all users and rely on more accurate data, which boosted their confidence in decision-making.

*“With (Tenjin's) aggregate-based LTV, we can extrapolate what the revenue is across all users and tie it back to a real source of truth. So we have a lot more confidence in the data itself” - Alex Kozachenko, CEO of HyperBeard*

Furthermore, Tenjin's expertise became a vital asset in tackling HyperBeard's lack of internal data engineering resources. Tenjin centralized HyperBeard's data in DataVault via Growth FullStack, allowing them to access and comprehend crucial information seamlessly. This collaborative effort proved pivotal in realizing a 35% uplift in their mobile game performances, reinforcing the notion that they don't need to be releasing games that are “multi-million dollar hits,” as long as their games are bringing in new users - which all of their games have done in the past. In essence, Tenjin's solutions addressed HyperBeard's unique challenges, fostering informed decisions and propelling sustainable growth.