

Company name:

Kooapps

Headquarters:

Seattle

UA team size:

7

Key game:



[Snake.io](#)

Genre:

Casual

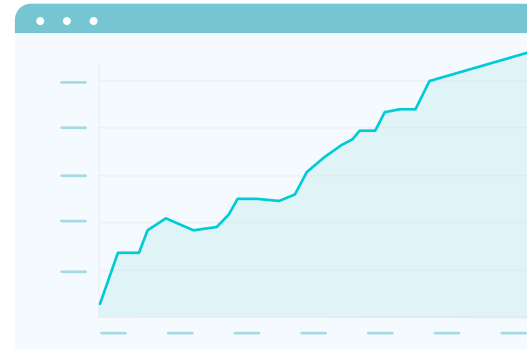
Funding:

Self-funded

Background:

Kooapps is a mobile gaming studio and publisher. They have over 250 million users across their portfolio of games with notable titles such as Snake.io, Stacky Bird and Pictoword.

Kooapps' journey from indie studio to major publisher with Tenjin



Results

8x

Revenue Growth after starting to use Tenjin

30x

Ad Spend Growth after starting to use Tenjin

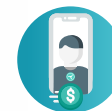
3x

LTV increase for Snake.io ad campaigns

Tools



Ad attribution



Session-based Ad revenue LTV



DataVault

Challenge

Back in 2017, the Kooapps team needed to efficiently grow the user base of their ad-monetized apps. Since Kooapps started as a bootstrapped indie studio, they needed to find a smart way to scale their business. When you don't have an investor or publisher, every dollar counts. Kooapps needed a tool to help them figure out whether their UA spend was profitable, to enable them to invest in ROI-positive campaigns.

“ Revenue is up 8x since we first used Tenjin a few years ago and paid UA spend is up 30x so Tenjin has completely transformed our business. We love Tenjin! ”



Chun-Kai Wang

Co-founder & CEO at Kooapps

Solution

As the first MMP to support ROI/LTV calculation for ad revenue, Tenjin was the obvious choice for Kooapps. The studio started with the free plan and gradually grew into an advanced user that utilizes Tenjin's DataVault and APIs.

To this day, Kooapps uses the Tenjin dashboard with session-based Ad Revenue LTV calculation alongside DataVault for true metric transparency. Even though they have access to impression-level revenue data (ILRD) from their mediation provider to calculate LTV in DataVault, Kooapps choose to rely on Tenjin's generated LTV metric.

Session-based LTV estimation is based on aggregated values, therefore it provides a more conservative view that is inclusive of ad opted-out users. Industry privacy changes reduced the amount of granular data available to advertisers. Therefore, aggregated metrics like Session-based LTV become more and more useful.

About Tenjin



Our products

Advertising measurement. Embedded Ad revenue & IAP ROI/ROAS/LTV metrics. Cost aggregation. SKAdNetwork reporting. Data Warehousing.



Our services

Teach best practices with modules and use cases based on real-life scenarios.



Our pricing

Free to start, pay as you grow for larger scale UA campaigns, flexible payment terms.

Try Tenjin for free

Sign up

