

100 Million Downloads!

How XGame Studio Achieved Global Success with Tenjin and Xiaomi's GetApps

A XGame Case Study



Headquarters: Hong Kong, China

Genre: Casual, Music Games

Platform: Android

Key Games: [Beat Piano Dance: Music Game](#) • [Antistress relaxing toy game](#) • [Moto Race Master](#)

About XGame

Founded in 2018, XGame is a globally recognized mobile game publisher based in Hong Kong. Specializing in casual and music games, XGame reaches players across North America, Europe, and Southeast Asia, building a diverse and engaged user base.

Challenges

In 2022, when XGame partnered with Tenjin, the company was just beginning to explore the global mobile gaming market.

The challenges they faced included:

Inexperience with Global UA: XGame lacked the expertise and infrastructure to launch effective campaigns in international markets. They needed guidance to compete on a global level.

Fragmented Advertising Data: They did not have access to a unified dashboard, making it difficult to measure the ROI and ROAS of campaigns across ad platforms.

Scaling Constraints: Without reliable data, XGame struggled to allocate budgets effectively and scale their user acquisition efforts.

Solution

Tenjin became a critical partner in XGame's growth journey, offering a combination of robust tools and tailored consultation to address their needs.

Enhanced Platform Integration: Tenjin's partnership with GetApps, Xiaomi's international app store, enabled XGame to receive comprehensive measurement and analytics capabilities for their campaigns on GetApps. This enabled precise ROI measurement and optimisation of their user acquisition efforts.

Strategic Growth Support: Tenjin worked closely with XGame to develop a scalable, results-oriented UA strategy for international markets.

Comprehensive Campaign Measurement: Tenjin's dashboard provided visibility into their campaign performance across platforms, enabling precise ROI calculations and optimization.

Ad Mediation ROI: The Tenjin dashboard displays [Ad Mediation Revenue Metrics](#) by utilizing impression-level data from your ad mediation provider via the Tenjin SDK. This feature allows XGame to evaluate the monetization performance of users acquired through different ad channels, empowering them to make data-driven decisions to optimize their ad spend.

Results

≈ 20%

boost in ad revenue

10M+

monthly installs

≈ 40%

ROI growth in key regions

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We had no prior experience in user acquisition or publishing our games globally. Tenjin provided us with the tools as well as the expertise we needed to succeed. They helped us grow from a small regional player into a global brand with over 100 million downloads. Their insights and guidance have been fundamental to our journey.



Jacky Zhou

CEO and Founder at XGame

Tools



Real-time Dashboard

Centralized insights at a glance



Strategic Growth Support

Expert guidance on UA growth

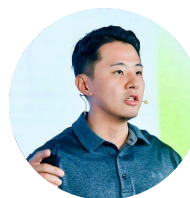


Ad Mediation ROI

Based on impression-level data from your Mediation

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The partnership between Tenjin and XGame showcases the success stories we strive to foster on Xiaomi's international app store, [GetApps](#). XGame's data-driven approach to user acquisition and monetization, powered by Tenjin's powerful analytics capabilities, has not only led to impressive growth but also demonstrates the vast potential of GetApps for global developers seeking to expand their reach.



Bono Wu

Head of Channel Partnership at Xiaomi International Internet Business Department