

# ZPLAY's Growth Blueprint: Cracking the Hybrid-Casual Gaming Market

## A ZPLAY Case Study



📍 Headquarters: Beijing, China • 🎮 Genre: Casual, Hybrid • 📱 Platform: Android

📁 Key Games: [PopStar!](#) • [Hamster Maze](#) • [Bus Mania - Car Parking Jam](#)

## About ZPLAY

Founded in Beijing, ZPLAY is a leading global mobile game publisher with millions of downloads around the world. The company has expanded its presence across multiple regions, with a portfolio of globally recognized hybrid-casual titles that continue to attract millions of new users monthly.

## Challenge

When ZPLAY partnered with Tenjin, they were navigating a range of challenges. The escalating costs of [mobile measurement partners \(MMPs\)](#) became a significant concern as their campaigns scaled rapidly. They also struggled with accurately measuring their hybrid monetization efforts. Furthermore, limited support for integrating niche regional user acquisition platforms—particularly in key markets like China—constrained their growth. Lastly, delays in accessing campaign performance data slowed their ability to iterate and optimize their advertising campaigns efficiently.

## Solutions

**Cost Reduction and Improved ROI:** Switching to Tenjin reduced attribution costs by ≈50%, enabling ZPLAY to scale global campaigns. Enhanced LTV insights significantly boosted ROI, particularly for hybrid-casual games.

**Optimized Hybrid Monetization:** Tenjin's LTV analysis helped ZPLAY balance IAP and IAA revenue streams effectively. The success of [Bus Mania - Car Parking Jam](#) highlights Tenjin's support for hybrid models.

**Real-Time Data Insights:** Tenjin's real-time dashboards eliminated delays in accessing performance metrics, enabling faster campaign iterations and improved ROAS.


**Regional and Global Integration:** Tenjin facilitated seamless integration with global ad platforms and emerging Chinese channels, driving over 10M monthly installs. ZPLAY expanded efficiently across markets, boosting market share in North America, Europe, and Southeast Asia.

## Results


≈ 50%  
reduction in attribution costs


Significant  
boost in ROI

“  
Tenjin's platform is ideal for hybrid monetization models. Their LTV predictions and portfolio analysis helped us succeed with titles like Bus Mania - Car Parking Jam. With Tenjin, we were able to balance IAP and IAA revenue streams and scale globally while keeping costs under control.


 Jane Wang,  
Marketing Manager at ZPLAY

## Tools

  
**DataVault**  
Tenjin's Data Warehouse as a Service

  
**LTV Analysis**  
Aggregate-based & Session-based LTV Models

  
**Portfolio LTV Analysis**  
Cumulative Analysis across Publisher's App Portfolio

  
**Real-time Dashboard**  
Centralized insights at a glance