

ASIA

Inspired Square Wins the App Download Game for 2248 Globally With InMobi and Glance



Solution
Engaging with Customers, Acquiring New Users

About Inspired Square and 2248

One of the most engaging number puzzle games of today, 2248 by Inspired Square has millions playing to enjoy a challenge. Inspired Square is a game developer and publisher with a skilled team of game creators and engineers who are passionate about crafting games. Their goal is to create captivating and enduring gameplay experiences for everyone.

The Highlights

620,537

installs

106%

of the RoAS target achieved



"We were eager to bring 2248 to an audience most likely to download the game, engage with it, and thoroughly enjoy it. Our partners at InMobi and Glance helped us identify and reach that audience in India and the US in ways that we hadn't thought of. They gave us the opportunity to go beyond the traditional route with their suggestion of combining multiple platforms, including innovative mediums where gaming was at the center of the experience, and not just another type of ad placement. We are thrilled to see the number of downloads exceeding our expectations and how the InMobi-Glance team has been relentless in helping us grow. We continue to look to them for their guidance and partnership."



- Shamas Akhtar Awan
Operations Manager, Inspired Square

The Brand Objective

We live in a world where gaming is massive, and puzzle games are among the most popular genres of today. However, this also means that there are new puzzle games mushrooming constantly, and Inspired Square wanted to find a way to bring their innovative puzzle game, 2248, to a global audience that would download it and stay engaged. The main challenge was to find the right platforms to reach those most likely to download the app.



The Solution

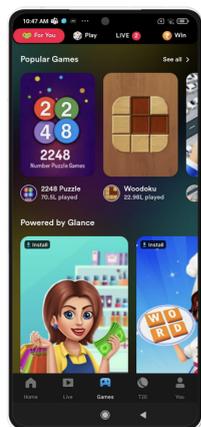
Inspired Square partnered with InMobi and Glance to leverage their multiple platforms, including owned and operated properties, to drive downloads of the 2248 app. The game developer built a solid foundation with InMobi and reached people where they were most active. It also experienced the unique benefits of innovative platforms to achieve great results. Here's how they took their game a level up:

Player 1: A Golden Gaming Environment

With a proactive recommendation from Team InMobi to leverage Glance's gaming offering in India, Nostra, Inspired Square promoted 2248 in a hard-core gaming environment, where people could discover the game serendipitously as opposed to merely seeing an ad. This helped 2248 reach the highly engaged gaming community of 70 million people on Glance – before they unlocked their phones. It was a great way for gamers in India to see and play the game seamlessly.

Player 2: The Focused Glance Folders

Inspired Square was extremely keen on reaching the American audience. Thus, when InMobi suggested the idea of leveraging Glance Folders, the smart folders on the home screen that are a rage in the US, the game developer grabbed the opportunity. With Glance Folders, people can discover mobile apps similar to what they like, without the hassle of searching for them on the app store. Therefore, utilizing Glance Folders allowed Inspired Square to bring 2248 to high-intent gamers, increasing the possibility of downloads.



Creative Experience 1



Creative Experience 2



Creative Experience 3

The Results

Inspired Square, with InMobi and Glance, brought an intelligent and eclectic approach to the app download campaign. With the effective use of multiple platforms, Inspired Square's 2248 saw phenomenal results.

620,537
installs

106%
of the RoAS
target achieved*

* 42.57% achieved against a target of 40%