

## Case Studies



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### Rescue Cut Expands Global Footprint with InMobi

iti
Industry Gaming
Solution Acquiring New Users, In-App Monetization

### About Rescue Cut

Rescue Cut is a hyper-casual gaming app developed by ITI Co. Ltd – a Tokyo based gaming company. Their portfolio includes popular games such as Golf Nest, and Mr. Go Home. Their mystery escape game, Rescue Cut is their flagship gaming app with over 200 million downloads across the world. One of the most loved apps, Rescue Cut has ranked first in the App Store across 30 countries worldwide, in 2020.

### Highlights

# 85%

Uplift in Installs Per Milles (IPM) Seen with Video Ads

# Top 50

Apps on Play Store Globally



The partnership with InMobi has allowed Rescue Cut to scale on high-quality installs as a result of the high-quality traffic they have in APAC. Paired with their creatives offering, they played a significant role in the success of our campaigns. We are delighted by the results of the volume and the quality of installs driven by InMobi. Keeping audiences, creatives, and the user journey as the core focus, we are happy with the performance and insights shared by the team with us.



Kosai Saegusa  
CMO, ITI, Inc.

### The Challenge

With India as the initial test market, Rescue Cut also intended to expand its user base in newer geographies, specifically Brazil & Vietnam. The primary objective was to get quality installs at scale while maximizing the ROAS.

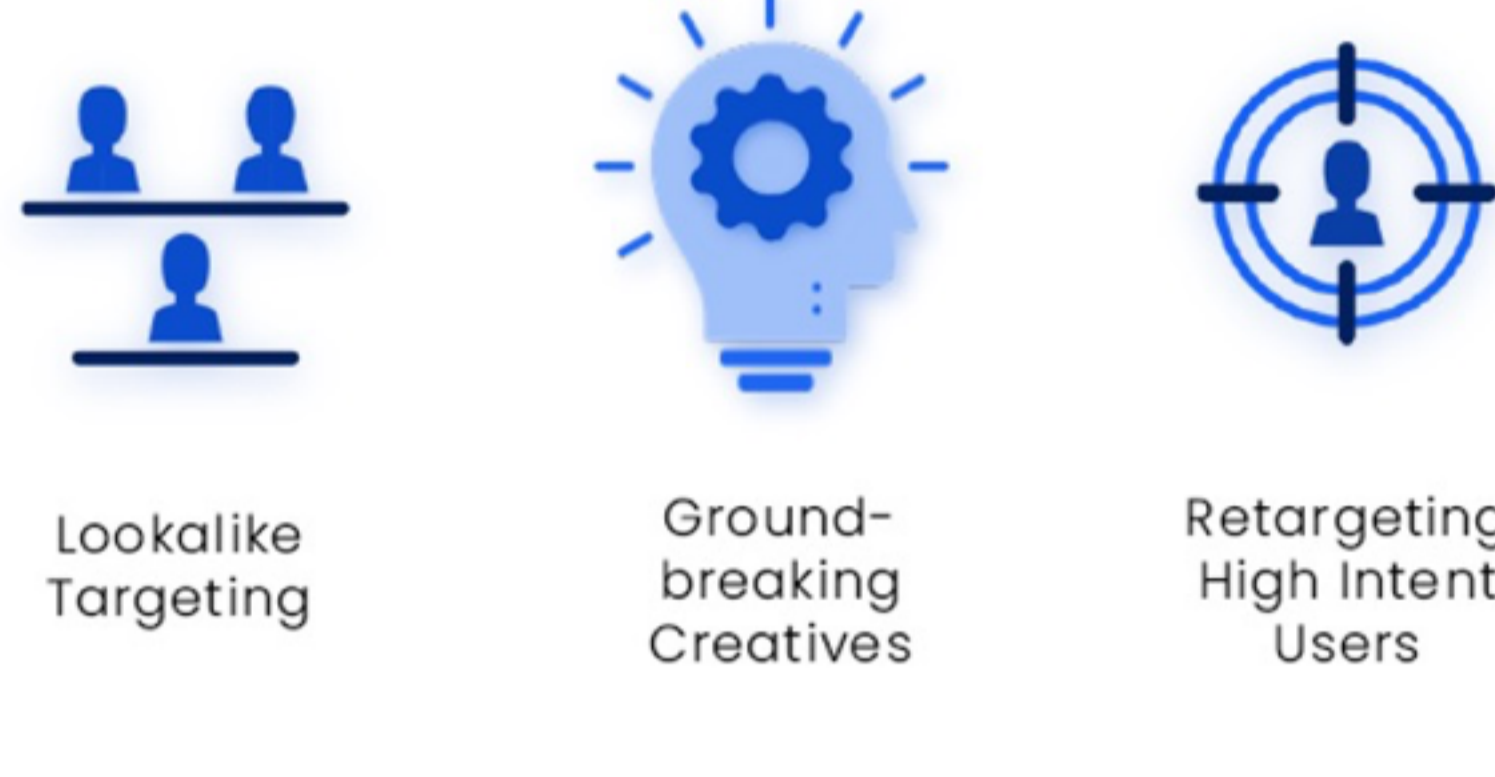


### The Solution

**Lookalike Targeting:** Tapping into the Rescue Cut app's existing engaged user base, the InMobi ML algorithm created and targeted lookalike audiences with similar characteristics, behavior, and intent.

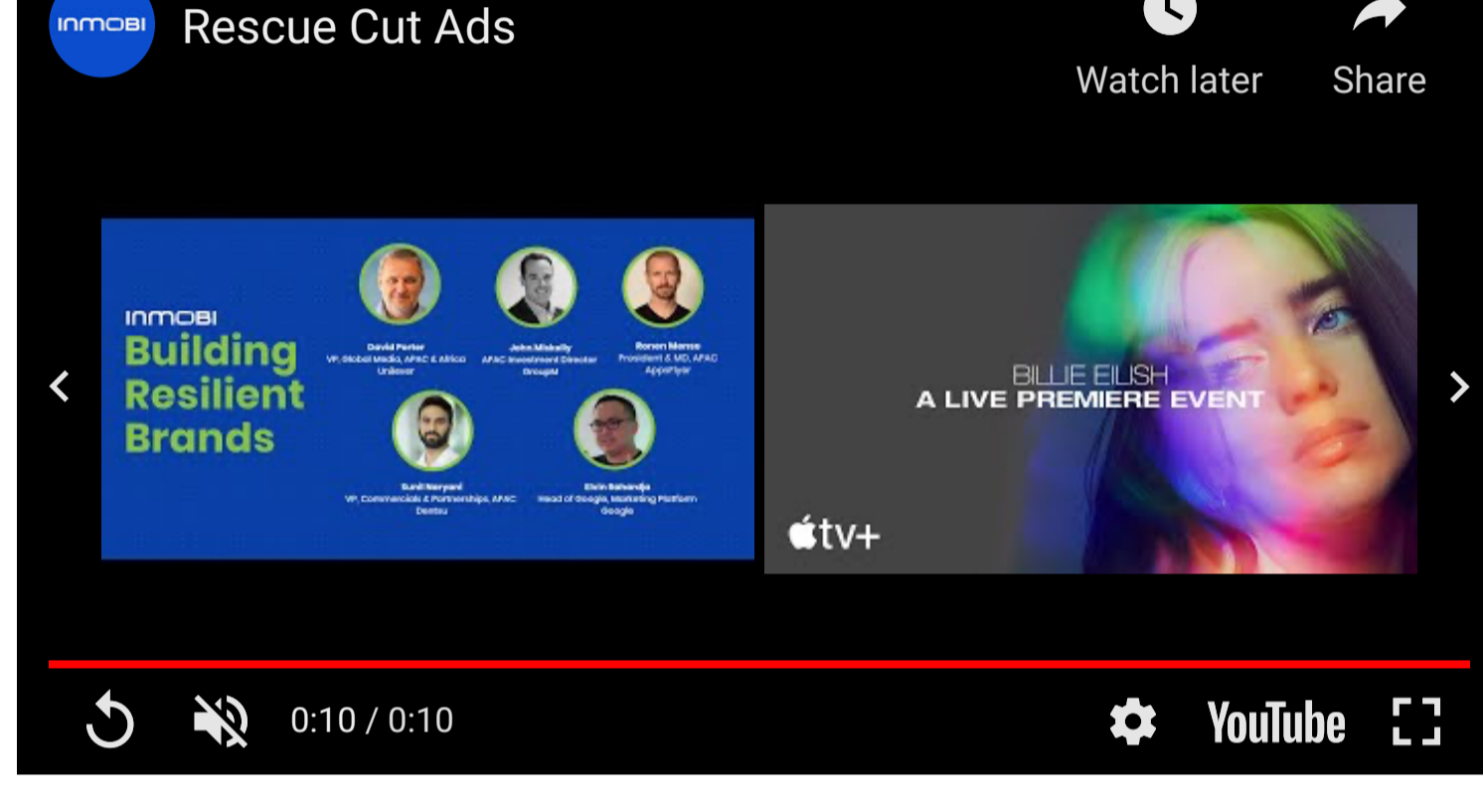
**Ground-breaking Creatives:** With the right mix of full-screen, vernacular, and banner display ads, the brand delivered theme-based ads to appeal to different audiences. Seasonal themes, trailer ads, and playable ads were served to audiences to capture their attention and drive interest in the game.

**Retargeting Capabilities:** By retargeting high-intent dormant users, the brand could drive incremental installs.



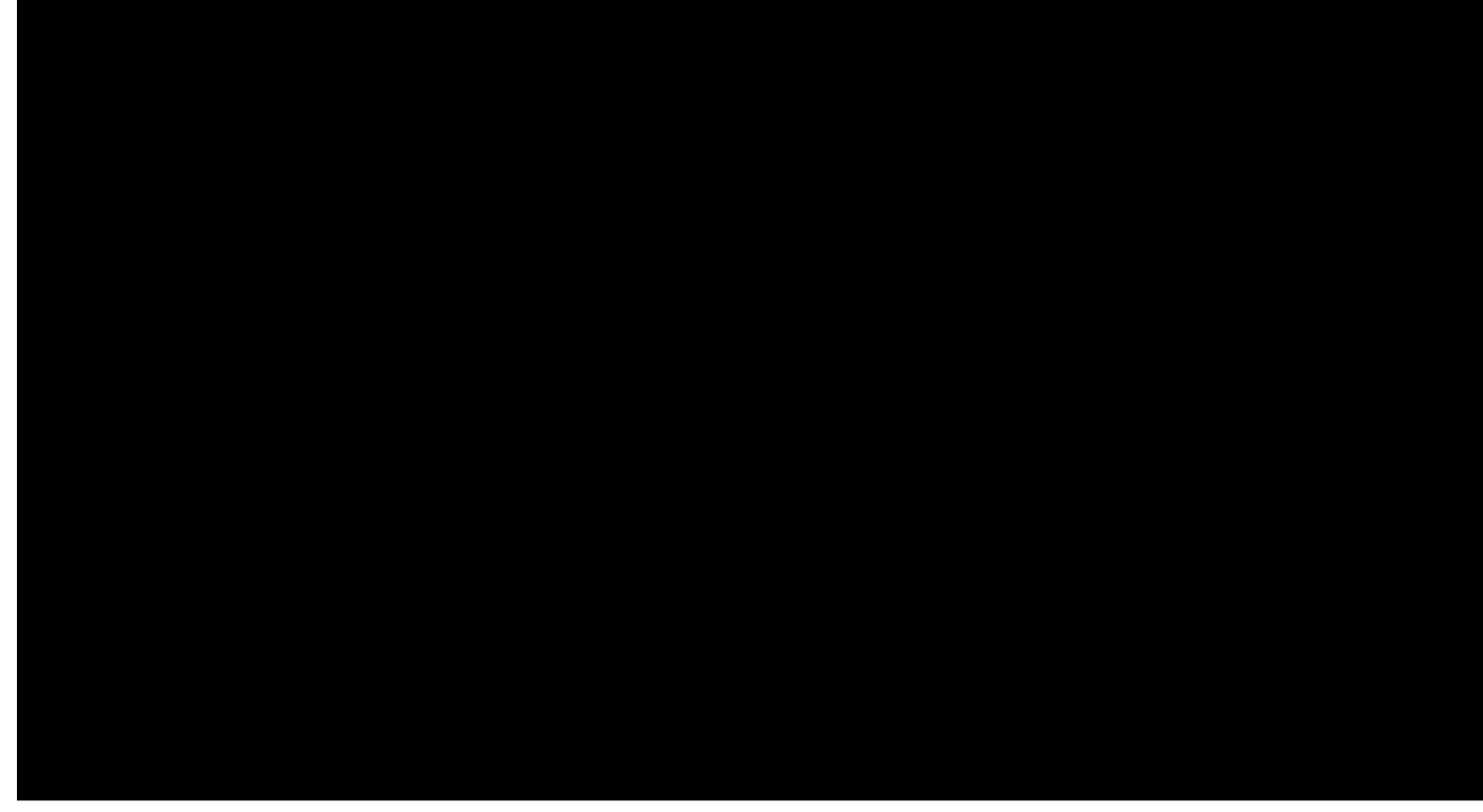
#### 1. Inspiring Action with Mobile-first Creatives

The brand launched mobile-first creatives to drive engagement through animated display, interactive video, and playable ads. With consistent A/B testing, the brand maintained a two-week refresh cycle to contain ad staleness.



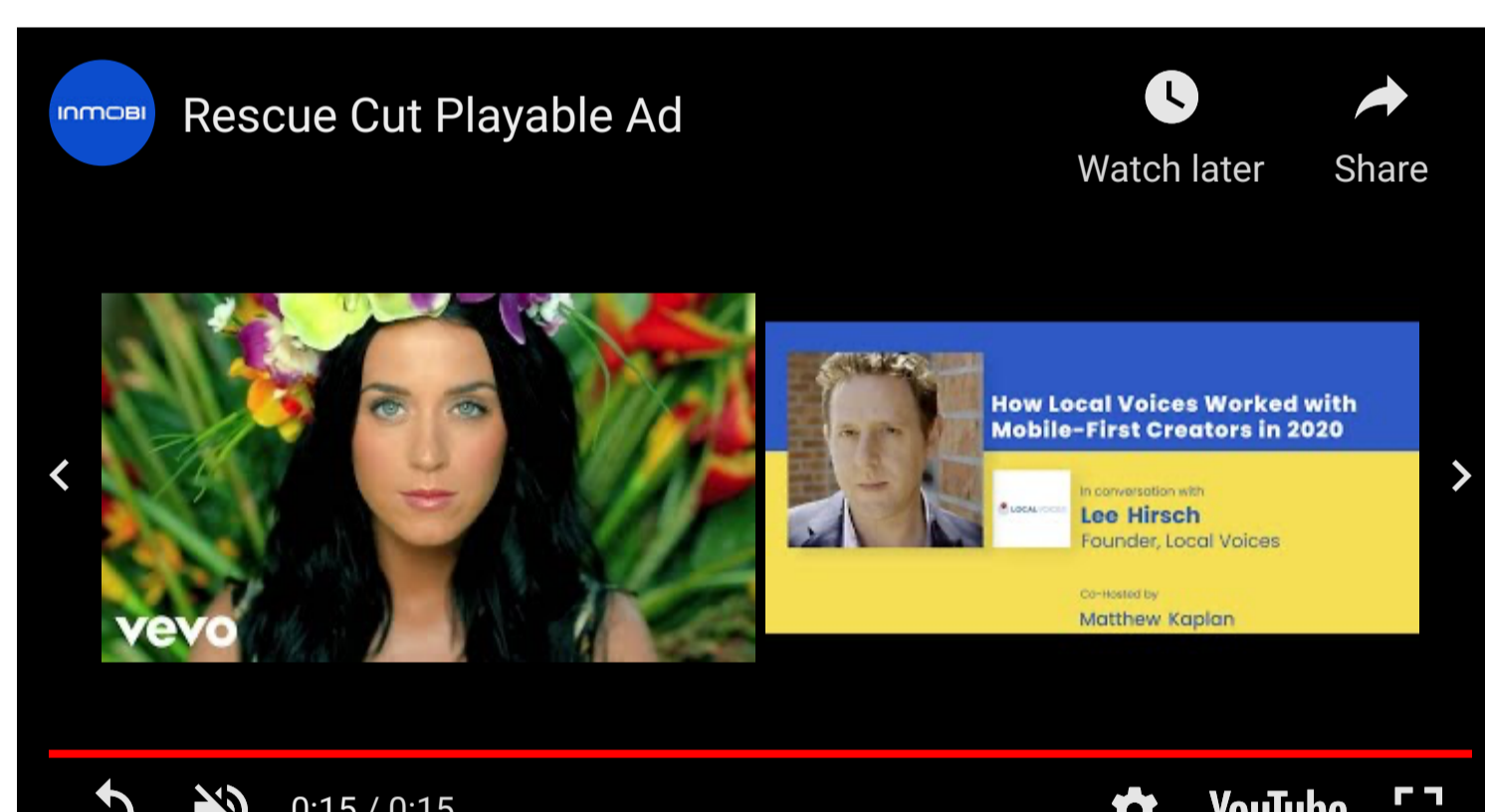
#### 2. Maximizing Impact with Video Ads

High-performing videos delivered to gain the user's attention.



#### 3. Delivering the Gaming Experience in Interactive Playable Ads

Enabling a Try before you Install experience in multiple ad slots delivered an interactive user experience and evoked interest among the users.



#### 4. Driving Results through the Right Optimization Levers



(\*results as seen across India)

- a. Vernacular language creative delivered a 10% uplift in the IPMs & 18% improvement in CVRs across key geographies.\*
- b. Retargeting high-intent users improved our conversion rates 6x while reducing the CPI in Vietnam.
- c. Innovative creative formats lead to a 10% increase in the IPMs and a 22% uplift in the conversion rates.

App ranked in top 50 list globally on the play store

Video ads delivered an average ~85% uplift in the IPMs

Download rate of 5% maintained throughout the campaign

Playable ads run in Vietnam drove a 115% uplift in Conversion rates

\*Results recorded on InMobi Platform presents results from pre-campaign performance against the results of the campaign

### The Results

Within a week and a huge success, as the brand scaled 2k installs within a week and doubled to 6k installs by day 11 of the campaign. Peak performance was recorded 2 months of launch at 8.3k installs, with ~7.8k coming from India.

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