Rescue Cut Expands Global Footprint with InMobi

The Challenge

Rescue Cut, a hyper-casual gaming app developed by ITI Co. Ltd., a Tokyo-based gaming company, with a portfolio including popular games such as Golf Clash, has seen a significant expansion in its global footprint. With a focus on high-quality installs and a strong user base in Asia, the brand intended to scale up its presence in the region.

The Solution

InMobi, a global advertising and data platform, played a pivotal role in Rescue Cut's success. The partnership allowed the brand to drive installs at scale, especially in India, where the app has ranked first in the App Store across 30 countries worldwide in 2020.

Key Strategies

1. **Audience Bidding:** With India as the initial test market, Rescue Cut also intended to expand globally with InMobi. The brand created and targeted lookalike audiences with similar characteristics, behavior, and interests to capture the attention of potential users.

2. **Maximizing Impact with Video Ads:** High-performing videos were delivered to gain the user's attention. 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.

3. **Trackable Native Ads:** The brand focused on trackable native ads to drive interest in the game. With India as the initial test market, Rescue Cut also intended to scale up its presence in the region.

4. **Driving Results through the Right Optimization Levers:** Enabling a 'Try before you Install' experience in multiple ad slots delivered an interactive user experience and evoked interest among the users. Innovative creative formats led to a 10% increase in the Uplift in Installs Per Milles (IPMs) and a 22% uplift in the conversion rates.

5. **Retargeting High-Intent Users:** Retargeting high-intent users improved conversion rates 6x while reducing the CPI in Vietnam. The primary objective was to get quality installs at scale.

6. **High-Performing Videos:** High-performing videos were delivered to gain the user's attention.

7. **Lookalike Targeting:** Lookalike targeting was used to capture audiences' attention and drive interest in the game.

8. **Retargeting Capabilities:** Retargeting capabilities were implemented to improve conversion rates and reduce the CPI in Vietnam. The primary objective was to get quality installs at scale.

9. **Mobile-First Creatives:** Mobile-first creatives were launched 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.

The Results

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 videos, and interactive gameplay were used to capture users' attention and drive interest in the game. Through these strategies, Rescue Cut saw a significant increase in installs, with 85% of installs coming from India. Acquiring New Users, In-App Monetization

Globally with InMobi

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 creative and data-driven approach, InMobi's platform helped the brand achieve its objectives.

InMobi's platform provided Rescue Cut with the tools and insights needed to drive installs at scale. The brand was able to leverage InMobi's advanced targeting and optimization features to reach the right audience and maximize ROI. With InMobi's help, Rescue Cut was able to scale up its presence in Asia and establish itself as a leading hyper-casual gaming app.

For more insights and case studies, visit the InMobi website.