

# Machine Zone & Jana

## CLIENT CASE STUDY

With Jana, Machine Zone increased the number of active users playing Game of War: Fire Age by 3x.



### MACHINE ZONE | GAMING APP

Machine Zone is a California-based mobile game publisher behind the highly popular game, Game of War: Fire Age. Game of War is a freemium, multiplayer online strategy game which allows users to play in the same world simultaneously. The game is consistently in the top five apps worldwide by revenue and grosses over \$1M per day.

### CLIENT NEED INCREASED USER ACTIVITY

Machine Zone worked with Jana to increase in-app activity among emerging market users. Their challenge was acquiring new users of the game who reached a certain level of game play. 24 million of Jana's mCent members have a game app installed on their phone, with an average of six games installed per user. With Jana, Machine Zone could reach the audience they were looking for.

### OUR SOLUTION INCREASE ACTIVITY WITH IN-APP EVENTS

Machine Zone used Jana's Trial feature to set up campaigns to target gamers in different ways in India, Indonesia, Brazil, Mexico, Philippines, Malaysia, and Thailand. Users were able to download and try Game of War for free through Jana's mCent app without incurring data costs. The campaign encouraged users to not only download the app, but also try the in-app tutorial and play the game through the third level.

## Results

#### Increased active users:

5x more users reached level three in the game than users acquired through other channels

#### Increased in-app activity:

Doubled the number of users who tried the Machine Zone in-app tutorial

#### Increased retention:

Increased the number of users who played Game of War for 10 minutes or more by 3x