

i Company name:

iti

📱 Key game:



[Rescue Cut - Rope Puzzle](#)

📍 Headquarter:

Tokyo

👥 UA team size:

2

📄 About:

ITI is one of the most successful hyper-casual developers and publishers in Japan. With a focus on in-house app development, ITI creates widely addictive hyper-casual games, like their famous title Rescue Cut Rope Puzzle. This addictive game focuses on players cutting ropes to save a stuck person.

📌 Ad Channel:

Apple Search Ads allows you to promote your apps at the top of search results on the App Store. It's an efficient and easy way to help people discover your app on the App Store for iPhone and iPad. There's no better place to be seen and reach engaged users than at the top of App Store search.

ITI uses Tenjin to help increase Apple Search Ads installs by 6x

tenjin

0 1 2 3

Results

6x

more installs by Apple Search Ads in 3 months

50%

CPI decrease for Apple Search Ads in 3 months

Tool



Free Dashboard

Humble Beginnings

ITI's journey started with the development of casual games and other gaming apps for Japan's local market. ITI began to look at the rapid international growth of hyper-casual gaming apps after reaching a point where they felt their user growth was limited. They decided to give the hyper-casual genre a try to attract more users outside of Japan, specifically the U.S.

The team focused on organic growth for two years before deciding to take on paid user acquisition (UA). There is currently a team of two who manages UA, with one of them dedicated to Apple Search Ads (ASA) campaigns.

Problem

With little experience in UA, the team decided to look for an advertising channel that would provide quality app downloads at a predictable cost. Also, the ITI team needed to find an attribution tool to measure the return of ad spend (ROAS), which would include not only in-app purchases (IAP) and revenue from showing in-app ads. It was also important that this tool would be available at an affordable price. Hyper-casual games typically have a low cost per install (CPI), and publishers cannot afford to pay an even slightly higher CPI.

