

# CASE STUDY



**STARLOOP**

A MAGIC MEDIA COMPANY



## Overview

*Monster Tales* is the perfect combination of jigsaw and match-3 puzzles. Filled with monsters & dragons, battle it out in online PvP arenas in this addictive RPG puzzler.

Explore the world of *Monster Tales* as you fight against other players in an adventure RPG game, which combines the best of match-3 puzzles with exciting PvP battles. With more than 120 unique monsters for you to collect & raise, enter and prepare yourself for an earth-shaking showdown.

## Problem

The client wanted to present the game to the global market, and we would do so using one of the most anticipated features available to players. The game offers the possibility of evolving your creatures throughout the game, Tangelo Games entrusted us with the production.

## Monster Tales

### Facts

- ★ Client: Tangelo Games
- ★ Platform: Released in 2020 on iOS and Android
- ★ User Rating: 4.7

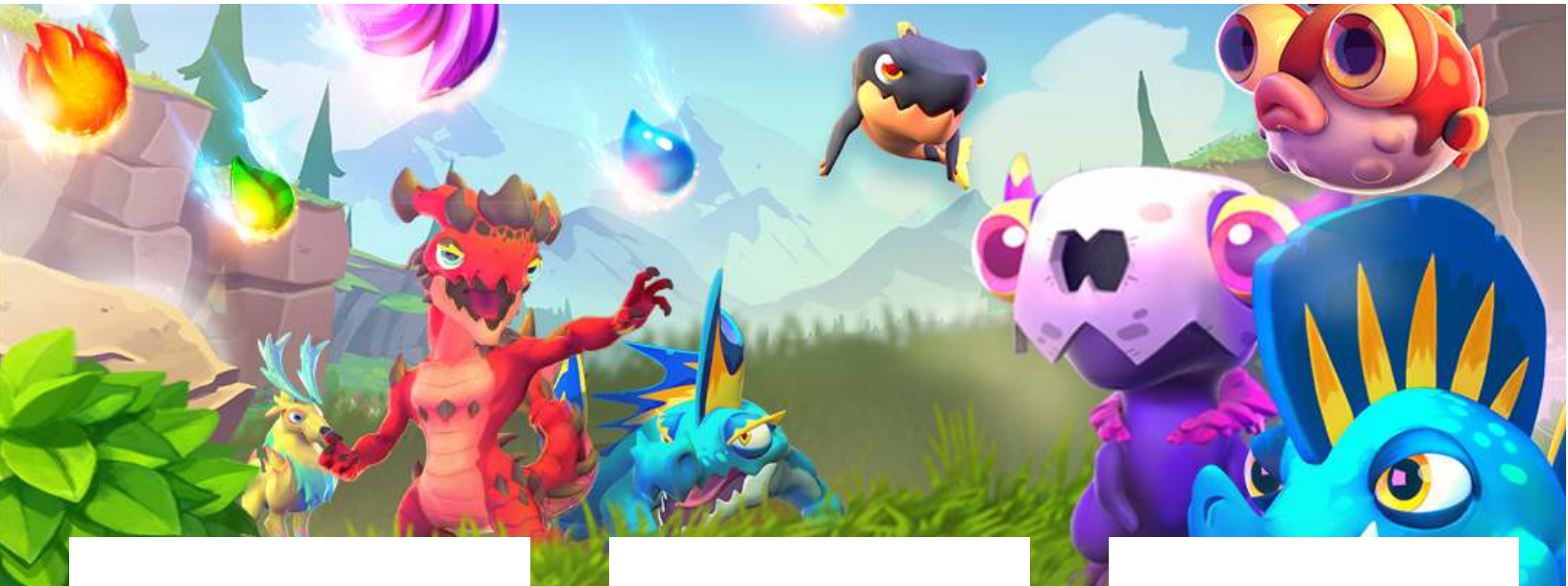


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## Solution

We proposed to make a 3D high poly video of a cinematic character to explain the new feature, we also proposed and expanded the location from 2 to 5 languages.

We launched a global campaign to increase the player base through two channels; social networks and ad networks. We also localized video languages by country and aimed to increase the CTR ratio and decrease the CPI.

## Result

The result was better than we expected. We improved the CTR of the previous videos by 50% and the CPI decreased by 40%. We highly recommended optimizing the video ad spend.



1  
VIDEO



5  
LANGUAGES



2  
CHANNELS



50%  
CTR



40%  
CPI

*"Their support and the consistent level of service provided to us has been first-rate. Their dedication goes beyond what you expect in order to ensure the quality of the product. We also value their open communication and team approach."* by Oscar Foronda, Managing Director, Tangelo Games

## [Download Now](#)

The highly rated Monster Tales is available to download on Google Play.

## Contact

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