



# REAL BOXING 2 CREED

CASE STUDY

## SOFT-LAUNCH OF REAL BOXING 2 CREED™



PocketWhale

### OUR MISSION

Vivid Games hired PocketWhale to accompany them on the soft-launch of their new Free 2 Play title **Real Boxing 2: CREED™**

### POCKETWHALE SOFT-LAUNCH STRATEGY



Recommend analytics solution to monitor retention & monetization KPIs



Select the right country for the soft-launch



Define sample size for each traffic source



Select and test several channels to acquire users: video, native, display

### SOFT-LAUNCH ANALYSIS & RECOMMENDATIONS



Data and KPIs analysis



Game mechanics improvements



Global Launch UA Strategy Plan

### RESULTS OF A SUCCESSFUL SOFT-LAUNCH ON THE GLOBAL LAUNCH



2+ million installs in the first week of launch



CPI 5x lower than market average in tier 1 geo



ROI positive user acquisition campaigns at scale



"We partnered with PocketWhale for the soft-launch of Real Boxing 2 CREED™ . They helped us on areas such as game mechanics optimization, UA strategy and planning. Their expertise and knowledge of mobile games marketing was one of important factors leading us to success!"

Michał Michalczenia

Business Development Manager, Vivid Games



PocketWhale  
APP MARKETING AGENCY