

## Developer drives cost effective downloads

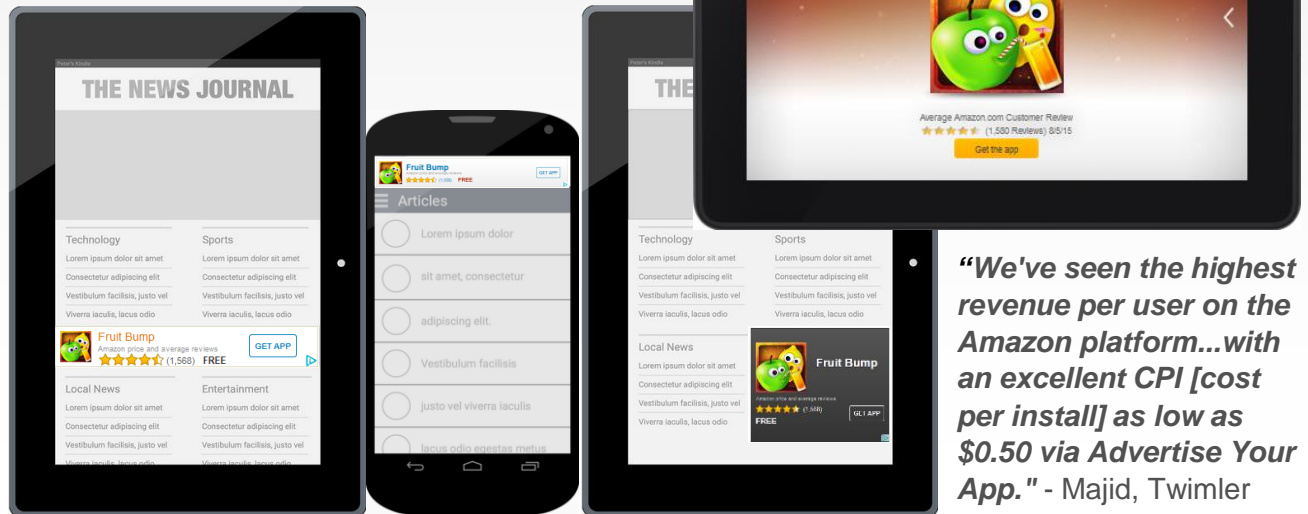
Twiml, an indie developer, sought advertising solutions to increase users on the Amazon platform while keeping the effective Cost Per Acquisition (eCPA) that was lower than the Average Revenue Per User acquired (ARPU). Twiml focused on promoting their app, Fruit Bump, with the Advertise Your App platform – a cost-per-click advertising platform exclusively available to Amazon mobile app developers.

### Campaign Details

To acquire new users and increase revenue, Twiml created an ad campaign with Advertise Your App to reach placements across Fire tablet and Android devices and on the Fire tablet Wake Screen. Prior to their Advertise Your App ad campaign, Fruit Bump, was not in the top 500 for overall Amazon Appstore apps or games so Amazon App Store rank and eCPA were key success metrics for the campaign. Campaign results showed that Advertise Your App delivered both these objectives with exceptional results for Twiml.

### Campaign Results

- Delivered **\$0.56 eCPA** and increased user base.
- Broke Fruit Bump into the **top 500 apps and games** within the Amazon App Store increasing overall rank to **#183** and **#239**, respectively.
- Increased daily downloads by **313%** during the campaign.



*"We've seen the highest revenue per user on the Amazon platform...with an excellent CPI [cost per install] as low as \$0.50 via Advertise Your App." - Majid, Twiml*



Twiml is a new, fast-growing player in the casual mobile games market that offers liberating fun with mass appeal and handcrafted design. Founded in 2012, we strive to provide the best social experiences and exhilarating digital entertainment across thousands of makes of smartphones and tablets.