

# PROOF THAT FUN, UNOBTRUSIVE ADS WORK BETTER. MONSTER GALAXY EXILE HITS #1 FOR RPG GAMES IN APP STORE



## ABOUT GAIA:

Gaia makes games that **capture the imagination**. With **beautiful artwork** and **compelling game design**, their innovative titles have delighted **millions** of players.

## THE SOLUTION:

The Aarki team developed a **highly engaging** and interactive rich media ad campaign to help **drive installs** and move Gaia up the App Store charts.



# 1

IN SPOT FOR RPG



# 3

IN ACTION CATEGORY

## THE RESULTS:

Aarki helped Gaia's Monster Galaxy Exile to **convert nearly 5% of users** who interacted with the rich media ad to install the app. The campaign helped to drive Monster Galaxy up the iOS App Store charts, reaching **#1 spot for RPG** in America and **#3 in the action category**.



AARKI'S RICH MEDIA ADS  
OUTPERFORM STANDARD  
ENGAGEMENT METRICS BY 7X