

RESEARCH ON ADVERTISING EFFECTIVENESS ANALYSIS AND IMPROVEMENT IN THE MOBILE GAMING INDUSTRY

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The mobile gaming industry has witnessed an exponential surge in recent years, redefining how individuals engage with entertainment and technology on a global scale. The ubiquity of smartphones and tablets, coupled with the growing demand for on-the-go entertainment, has transformed mobile gaming into a dynamic and ever-evolving sector. In this digital age, it has become an arena of innovation, creativity, and economic significance, where developers strive to craft captivating experiences that captivate an increasingly diverse and discerning audience.

However, the proliferation of mobile games has given rise to a new challenge – that of visibility and competition in a crowded marketplace. With a vast array of games vying for attention, the importance of strategic advertising campaigns cannot be overstated. Effective advertising not only serves as a means of promoting a game but also plays a pivotal role in shaping its success, fostering player engagement, and ultimately driving revenue.

The objective of this study is to evaluate and improve the efficacy of advertising campaigns managed through the Google Ads platform for mobile game promotion. This research aims to analyze various key performance indicators, including advertising expenses, the number of ad impressions, the click-through rates leading to the game's download page, number of downloads, application page conversion rate and download statistics across different countries. By examining these metrics comprehensively, the study aims to provide a detailed understanding of the impact of Google Ads campaigns on user acquisition, engagement, and the overall cost-effectiveness of the promotional efforts for the mobile game.

Briefly about the developed game: the player is invited to take control of a bouncing ball, moving through a world of endless platforms, avoiding obstacles and achieving new records. The mission of the game is simple: the player needs to make the ball jump and land on platforms to stay in the game. Player can also collect coins and magnets during his gaming session to customize his ball in the in-game store. The gameplay is accompanied by cheerful music and funny sounds. It was published on the Google Play app store for downloading to users' Android smartphones (Fig. 1) [1].

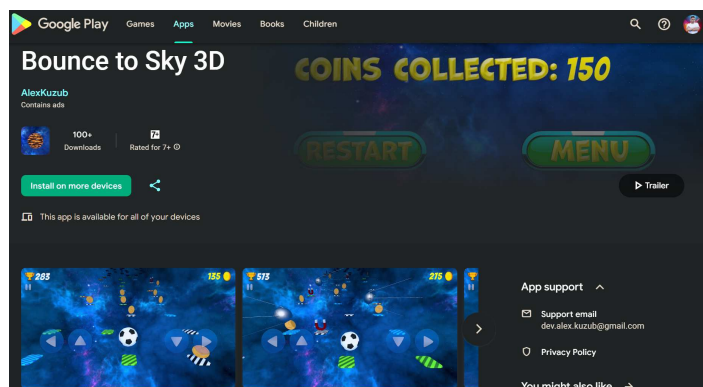


Fig. 1 – The “Bounce to Sky 3D” game in Google Play

In the Fig. 2 covering the period from October 16, 2023, to October 31, 2023, a Google Ads time series is presented, featuring graphical representations of impressions and clicks throughout this specific timeframe. The graph provides a visual depiction of how the number of ad views (impressions) and user clicks have changed during this period.

Below the graphs, key numerical metrics, including the average cost per click (avg. CPC) and the total advertising expenditure (cost), are displayed. The average cost per click reflects the average cost associated with each user click on the advertisements, while the cost represents the overall budget allocated and expended on advertising during the specified timeframe. Fig. 2 offers valuable insights for researchers, allowing the assessment of the performance and trends of a Google Ads campaign during the stated period, with a focus on impressions, clicks, average CPC, and advertising expenses.

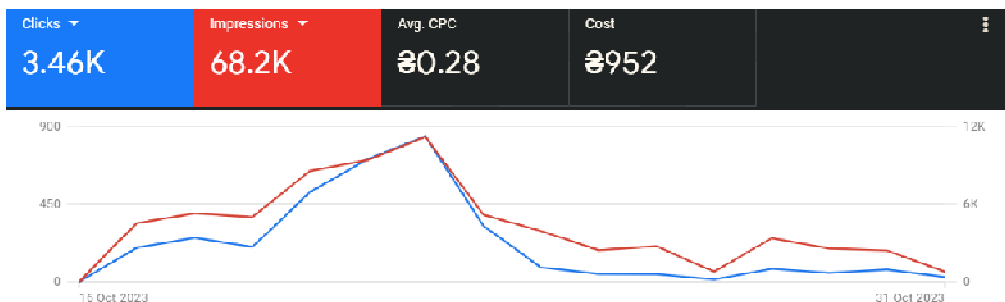


Fig. 2 – Google Ads time series

Fig. 3 provides a visual representation of store listing performance in Google Play, offering valuable insights into user acquisition and behavior. Store listing acquisitions – this graph displays the number of users who visited the store listing and subsequently installed the app. Traffic sources – the chart displays the various sources through which users accessed the store listing. Store listing conversion rate – this graph showcases the percentage of store listing visitors who successfully installed the app. Top countries or regions – this section provides a breakdown of the countries or regions where users’ Google Accounts are registered, giving a geographic perspective on the app's user base.

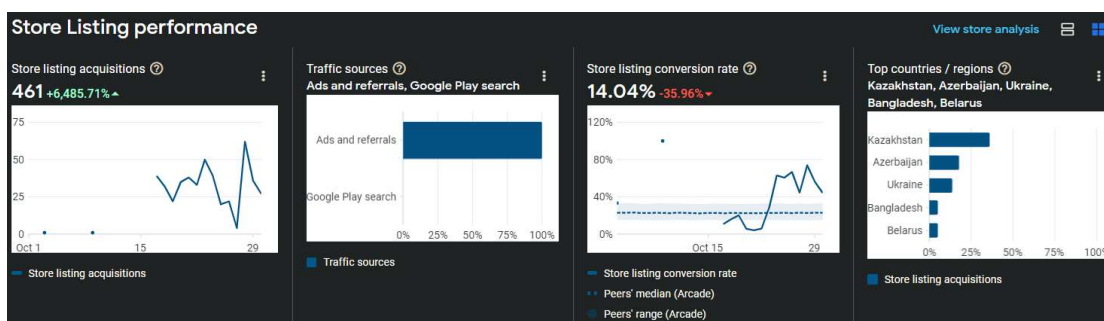


Fig. 3 – Store Listing performance

Based on the charts, we can conclude that the game had almost no downloads before the adverts were ordered. After ordering advertising there was a significant increase in downloads up to 459 (before advertising there were 2 downloads). The conversion rate of downloads was 14.04%. Further Business Intelligence technologies will be used to make data-driven decisions.

References:

1. Bounce to Sky 3D – Apps on Google Play. URL: <https://play.google.com/store/apps/details?id=com.AlexKuzub.BounceToSky>