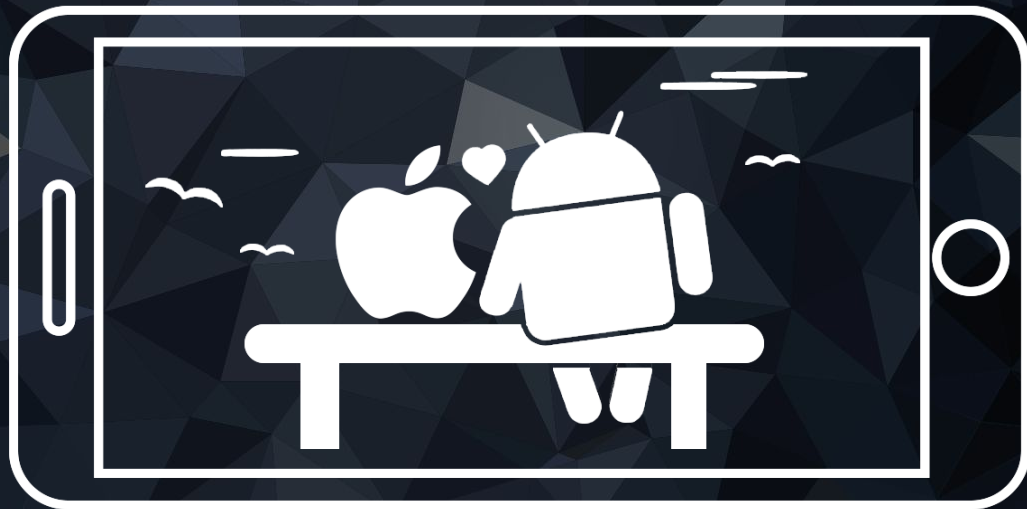




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We draw and code success

HTML5 PLAYABLE ADS



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OUR EXPERIENCE IN HTML5 PLAYABLES



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We get synchronized with the project DNA, performing creative tasks, totally aligned with the brand, its UA strategy and target audience.



MOONACTIVE



NEXON



ROVIO



PLARIUM



D3 PUBLISHER

PLAYABLE VS OTHER FORMATS



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The best solution for reaching, acquiring, and engaging pre-qualified, high LTV users at scale.



CONVERSION RATE

+ 123%



ARPU

+23% 



D7 RETENTION

+ 26.4% across all genres




CPI

-11% 

Playable Ads

Static Ads

PLAY RATE	50%	N/A
INSTALL RATE	18%	6%
INSTALLS PER 1K IMPRESSIONS (net conversion)	3.8	1.7
D1 RETENTION	52%	41%

* all data provided by **Chartboost** 

MRAID COMPATIBLE

MRAID - Mobile Rich Media Ad Interface Definitions



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Build rich creative that will run in different publishers' mobile apps



Offers a **single API** that diverse SDK vendors will support

AD NETWORKS UTILIZING PLAYABLE ADS



facebook

mopub

inMOBI



Vungle

Chartboost

smaato

AdMob by Google

MobFox

ironSource

LEADBOLT

HOW WE APPROACH PLAYABLES



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We get synchronized with the brand, it's UA strategy and target audience, starting with creative and ending up with ready-to-market product in **four weeks**.



1 Project Manager



1 Game Designer



1 Client-Side Developer



1 QA Engineer

- 1-2 MB
- 15 - 30 seconds
- Cross-platform, cross-device
- Landscape and portrait
- Ad networks diversity
- Distinctive CTA button on each screen



FTUE:

fast loading & immediate action



BEST GENRES:

puzzle, match 3, casino



A/B TESTS:

multiple playables for the best performance



EXIT POINT:

let users win => show next level



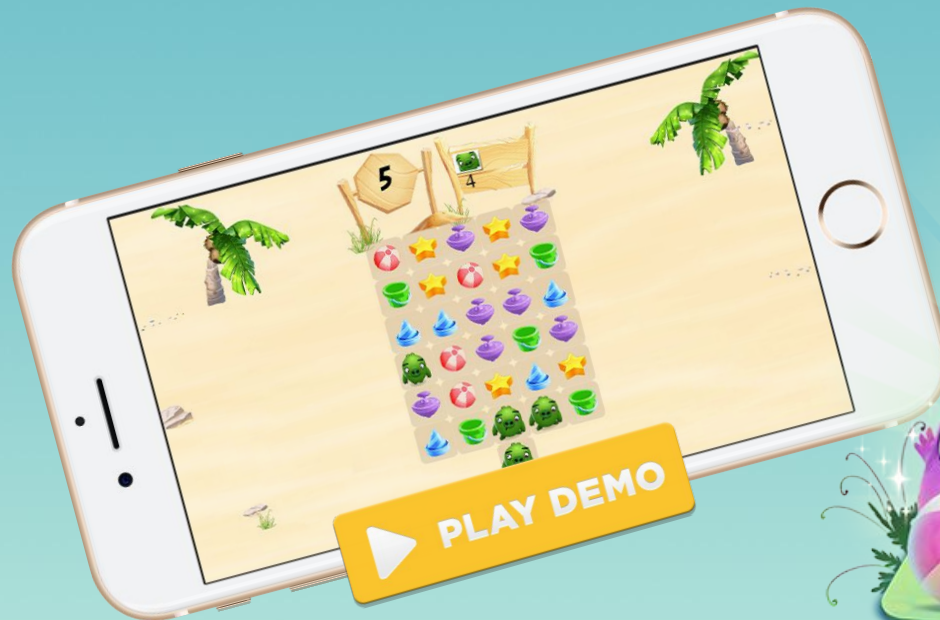
ANGRY BIRDS™ 2



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PLAY DEMO

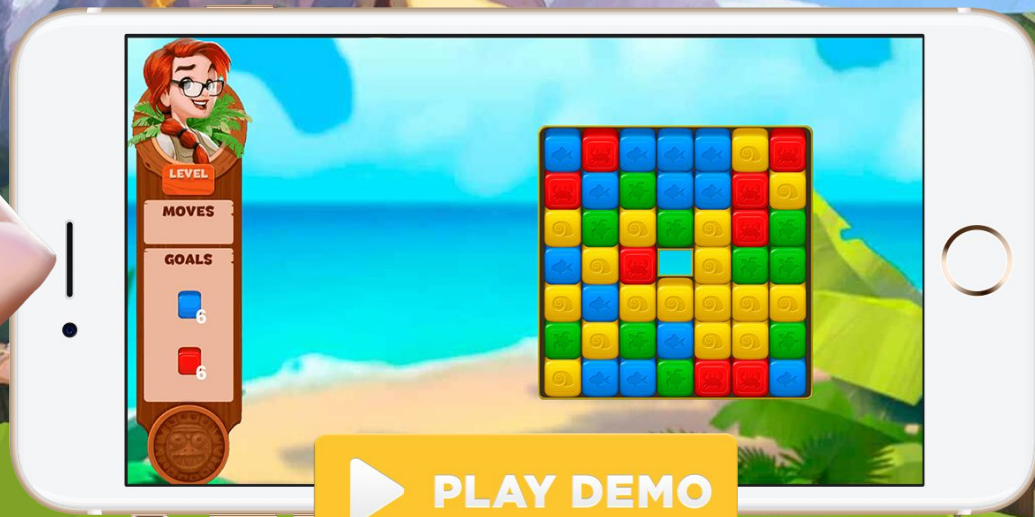




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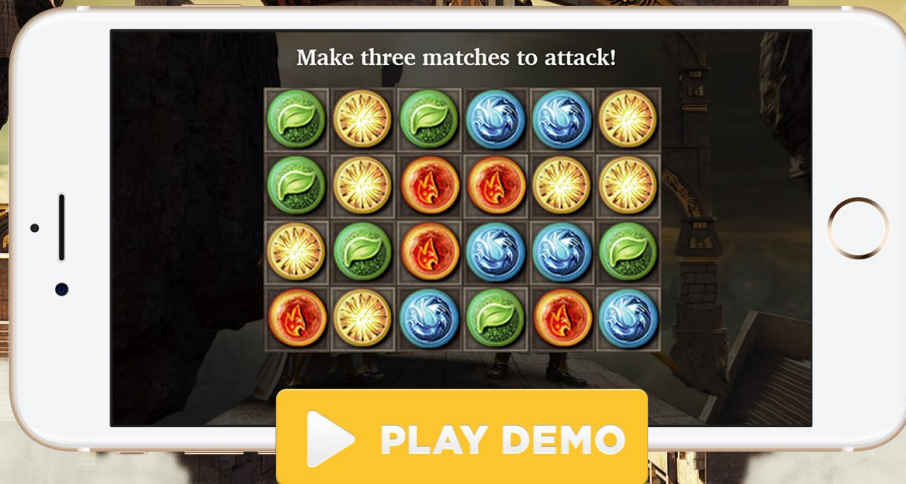
LOST ISLAND

Blast Adventure



LEGENDARY

GAME OF HEROES™



FU TU
RE
PLA Y



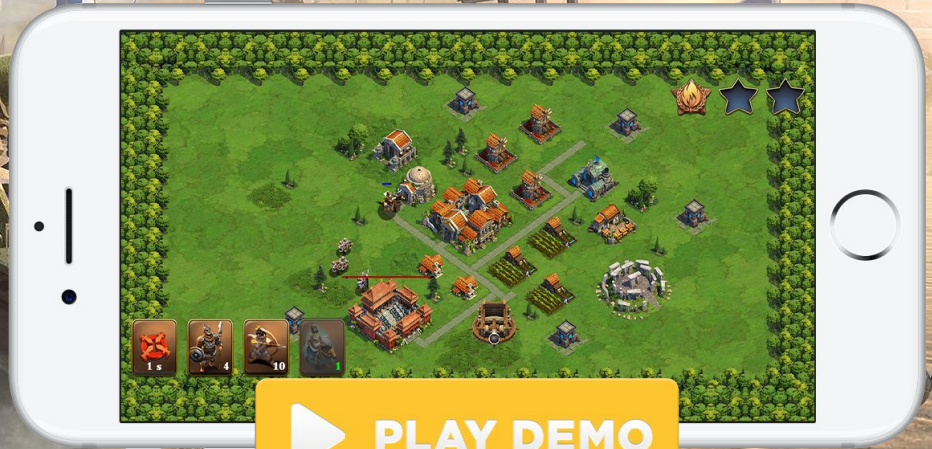
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BATTLELANDS ROYALE

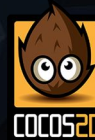




DOMINATIONS



 **PLAY DEMO**



6 YEARS IN FULL-CYCLE GAME DEVELOPMENT

150+ successful releases on App Store, Google Play, Steam, Amazon, and other



SENIOR TECHNICAL TALENT

with relevant degrees and experience gained in companies like Wargaming, Vostok Games, GSC, Gameloft, Ubisoft, Plarium, Crytek, Frogwares, BWF, etc.

BEST PRACTICES & STRICT CONTROL

Jira and Confluence for organized work, daily stand-ups, reporting, 360 evaluations, post mortems, code reviews, retrospective for product quality, best security solutions for protecting intellectual rights.

CLIENTS ABOUT US



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"...Night School partnered with Room 8 for a high profile, fast turnaround project at a pivotal moment in our studio's evolution. We'd definitely work with Room 8 in the future..."

**Sean Krankel, Founder,
Night School Studio**



Room 8' have provided outsource support on a number of projects for us, and I have always found the quality of work to be high. I would certainly recommend 'Room 8' as an outsource partner - we'll be using them again!

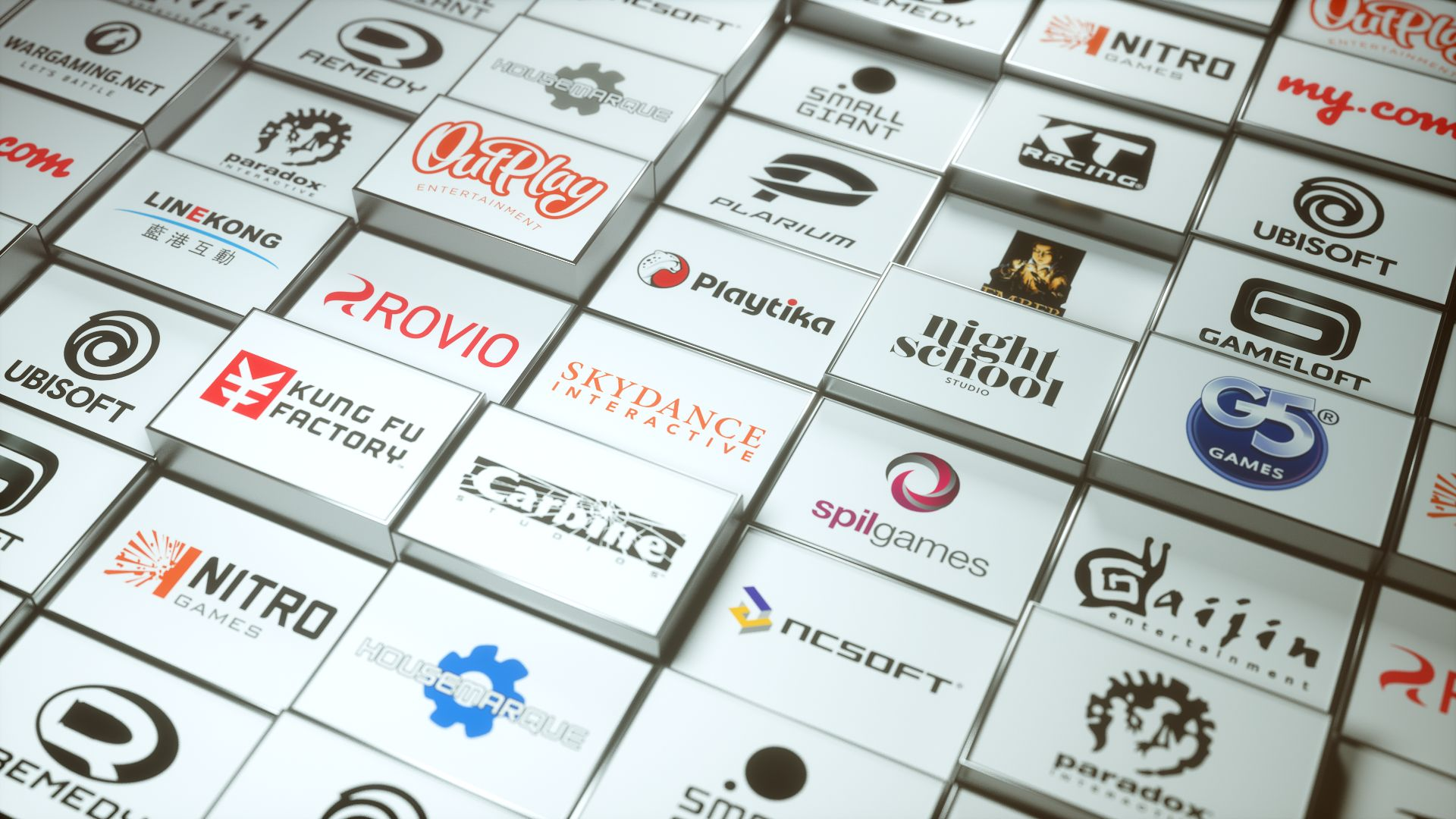
Stephen Simmons, Art Director, Stick Sports



"Team at Room 8 Studios are world class partners. The staff has deep and comprehensive expertise across the whole game development, content creation plus they are attentive, prompt and flexible to accommodate ever changing needs."

Marco DeMiroz, the VR Fund

THE VENTURE REALITY FUND







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EXPLORE THE OPPORTUNITIES

bizdev@room8studio.com

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