As a relative newcomer to iOS apps, BreakTime Studios couldn't depend on a large installed user base to spread the word about Pocket Potions, their second release into the App Store. A freemium game where players grow their potion shops in a magical world of wizards and mythical creatures, Pocket Potions was designed to appeal to fantasy fans and young casual gamers alike. So when it came time to launch, BreakTime developed a user acquisition plan with the dual goals of driving-broad awareness and acquiring the highest quality users. One of the channels BreakTime selected was Flurry's Video solution for high-quality user acquisition.

With Flurry Video, developers show off their gameplay in a way that isn't possible with static images and text. The videos, which can be advertiser-supplied or created with the help of Flurry's production team, are delivered across a large array of supply sources, including Flurry's network, and are followed by a call-to-download the highlighted app. For the Pocket Potions campaign, BreakTime used a short trailer to highlight the title's unique visual style and whimsical gameplay elements.

"Flurry Video gave us the most engaged and highest-spending users of any of our traffic acquisition channels. Flurry is a "must-have" partner for high-quality user acquisition."

-Ali Sheikh, BreakTime's Head of User Acquisition

BreakTime's Flurry Video campaign for Pocket Potions acquired the highest-quality users of their more than twenty acquisition channels, when measured by revenue and engagement. The users from Flurry generated four times more revenue than their average user, and over twice as much as users from the next best acquisition channel. Flurry users also played more, spending twice as much time in Pocket Potions compared to their average user. Altogether, BreakTime’s acquisition efforts allowed them to reach #1 in the Role-Playing and Simulation categories and #4 overall in the App Store, an incredible achievement for their second title.