Cie Games is an award-winning independent developer and publisher of top mobile and social games that appeal to auto enthusiasts, including Racing Rivals for iOS and Android. Knowing there were profitable users outside of major English-speaking countries, Cie Games wanted to engage auto enthusiasts in Asia, Latin America and the Middle East to try Racing Rivals.

They turned to Flurry to help them reach fans abroad.

Cie Games saw immediate results. The company was able to increase its acquisition volume by more than 3X while costs decreased by up to 50%. Just as importantly, users acquired via Flurry Video perform better on key quality metrics like frequency, retention and time spent compared to the average user.

**.getClient().getDetails()**

Using Flurry’s Video ad unit and geographic targeting capabilities, Cie Games marketed the localized versions of Racing Rivals in Brazil, Mexico, Japan, Korea, Russia and other countries.

**getClient().getResults()**

Racing Rivals acquired thousands of enthusiastic new users around the world.

- Brazil
- Korea
- Germany
- Mexico
- Spain
- New Zealand
- France
- Qatar
- Italy
- Russia
- Japan
- UAE

**getClient().getInternationalSuccess()**

**getClient().getClientQ&A()**

**Flurry: Why focus on international expansion?**

Austin Yuen, Director of UA and Monetization: International expansion has been something we’ve wanted for a long time, but our previous games were not optimized for localization. With Racing Rivals on Android, we localized right at launch in Portuguese, Spanish, French, German, Italian, Japanese, Korean, and Russian. Soon we’ll expand to Turkey and other markets too.

**Flurry: To what do you attribute your success outside of the US?**

Yuen: The love for cars is universal and we wanted to share our game with as many auto-racing enthusiasts as possible. From art style to gameplay, we wanted to stay authentic to the sport and culture of drag racing. We attribute our success to maintaining this authenticity.

**Flurry: How has video helped you achieve your user acquisition goals?**

Yuen: Video has been, by far, our most successful user acquisition channel. We spent a month going through numerous video revisions before completing the final product. It has remarkable click-through-rates, far above any static interstitials or banners. Since launch, over 80% of our UA budget is directed toward video channels and Flurry has played a huge part in that success.

**About Flurry**

To learn more about targeting international users with Flurry campaigns, email sales@flurry.com.