



Marketing Partner

TRE  
SENSA

# TRESENSA & GLU MOBILE

## Increase Time Spent & Lower Acquisition Costs with Dynamically Optimized Playable Mobile Ads

Leading casual game studio Glu Mobile was launching their wildly popular Tap Sports Baseball 2018 game and wanted to drive a marked increase in app install conversions versus previous releases.

They believed that users who could briefly interact with their game -- without committing to a download -- were more likely to ultimately download the app and remain ongoing users. Glu Mobile trusted TreSensa to build and deploy their in-feed Facebook playable ad generating unprecedented results.

# 40%

### Reduction in Cost Per Purchase versus Video

TreSensa playables are highly engaging, responsive and data-optimized in-app ads that **yield on average a 3x to 5x lift in lifetime value versus mobile banner and video.**

TreSensa Playables uniquely combine advanced targeting and first party data with compelling creative to **attract and captivate the most relevant and ready-to-play / pay consumers.**

TreSensa was able to quickly determine and optimize the best performing creative – and ad elements – most likely to convert people.

The result: installs from truly interested and pre-qualified people that convert more quickly to **high lifetime value** users.



***“Playables are an integral part of our user acquisition strategy and Facebook is a game changer. TreSensa helps us create, target and optimize quality playables that deliver great results.”***

John Parides  
Director of User Acquisition Glu Mobile

Contact us at [info@TreSensa.com](mailto:info@TreSensa.com) to learn more about our advanced playable design, distribution & data platform.