

Funzio/AdParlor

Company Background

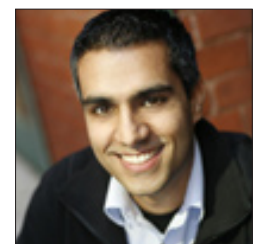
Funzio is a 20-person startup social gaming company based in San Francisco. In late September 2010, it launched its first game, Crime City, a next generation role-playing game that some users compare to a mini-version of Grand Theft Auto.

AdParlor, Funzio's agency, is a Toronto-based startup. AdParlor was founded in April 2008, and for the past year, they have been focusing exclusively on Facebook Ads, working with most of the large game developers on the platform and using its expertise in buying and optimizing ads. AdParlor's experience with the Facebook Ads API (application programming interface) – software that enables different software systems to talk to each other – has helped its clients maximize their growth and monetization through Facebook Ads.

Objective

While Funzio ran its own moderate-budget ad campaign just after the September release of Crime City, in late October, the company began to work with AdParlor in order to optimize its ad spending and effectiveness. The objective of all Funzio campaigns has been to draw new users to the game. However, given that Crime City was a new release, Funzio and AdParlor also sought to determine the best audience for its new game based on retention, engagement, and monetization results from its Facebook Ads campaigns. This second objective would allow Funzio to gain the best return on investment from its Facebook Ads.

“Out of all channels to acquire game users, Facebook Ads is the most effective. There is no other place where you can get the kind of targeting that you can get with Facebook Ads. AdParlor has been instrumental in helping us identify and target those positive ROI users.”



Facebook Executive Summary

Client:



Agency:



Objective: Acquire users for Funzio's new game, Crime City and define its target audience to gain the best return on investment from its Facebook Ads campaign

Solution: Track and optimize a Facebook Ads campaign using AdParlor's solution built on top of the Facebook Ads API

Key Lessons:

- A company can get a better sense of its target audience through a Facebook Ads campaign, breaking it into phases with allotted test spends to figure out which demographics are responding and are the most likely customers
- Leveraging a Facebook Ads API partner like Ad Parlor allows for deeper ad tracking and optimization – essential for a large campaign .

Anil Dharni, President and COO, Funzio

Approach

Funzio's first in-house, small-budget Facebook Ads campaign aimed to draw new users from major English-speaking countries. For the next step, AdParlor decided to widen the scope of countries targeted and incorporate more user-tracking features to enhance the information gathered about Crime City's users. Anil Dharni, Funzio's President and COO, explains, "When we engaged with AdParlor, it was about opening up the campaign a little more and focusing on virality and retention metrics." AdParlor was able to add additional tracking pixels to the game, so that the company could follow how long a user would play the game over time, as well as which specific level the user reached within the game. AdParlor was also able to significantly increase the volume of users it could bring to Crime City with advanced ad creation and bid optimization techniques.

AdParlor employed Facebook's anonymized and aggregated data to target ads toward a male audience. Once the campaign was up and running, the company closely followed the results and tested new demographics, constantly tweaking the targeting – expanding to include women, different age brackets, or Likes and Interests listed in user profiles. Funzio and AdParlor used the information gathered to precisely define and target Crime City's optimal audience and restructure its advertising budget to obtain the best return on investment while still driving a large volume of users to the game.

"With access to the Facebook Ads' API, we have built a layer of technology that allows us to create and optimize ads much more efficiently than any other source," says Hussein Fazal, CEO of AdParlor. Given that the viral aspect of the game was important, AdParlor and Funzio employed both social targeting and exclusion targeting. Social targeting directed the ads to friends of past or existing users, with the name of the friend who had played the game shown in the ad as further incentive to click-through. Meanwhile, exclusion targeting ensured that people who had already installed the game weren't shown the ad.

Criminal Paradise



Play Crime City. Now you can be the gangster you always dreamed of being.

Rule the Streets!



Rise through the ranks of the mafia and take over the city in this next gen crime game! Build up your hood, and fight other players!

Dangerous Fun



Play Crime City, where you talk with your gun and front your criminal activities behind a real business.

DANGEROUS fun!



Play Crime City and make them say hello to your little friend!

Play Crime City!



Become the Top Don. PLAY Crime City on Facebook.

Results

- When Funzio began working with AdParlor in late October 2010, Crime City had approximately 2 million monthly active users. As of late January 2011, some three months later, there are over 6.5 million monthly active users and 900,000 daily users.
- The game has been rated 4.9 out of 5 by its users, making it the only game with over 500,000 daily users to rate so highly.
- The total number of impressions for the Facebook Ads campaign run through AdParlor was over 5 billion, with click-through rates as high as 0.3 percent for successful target demographics.

The ability to closely track and immediately tweak ads based on responses has been an essential part of the campaign, as has the sheer number of Facebook Ads employed. “The fact that we are sometimes running for any particular campaign over 10,000 ads at the same time, and constantly modifying cost-per-click bids based on numerous factors, our technology is purchasing ads with a sophistication which is simply not possible at a human level,” says Hussein.

Anil says it’s important to fine-tune ads based on responses and campaign objectives. “The click-through rate will not be the same across the board and just because a segment is clicking a lot more, doesn’t necessarily mean that it is being retained or monetized, he says.” The fine-tuning of the ads will depend on what the goal of the campaign is. Is it to increase monthly active users, daily active users, or is the goal to improve retention and monetization?”

The Future

Both Funzio and AdParlor see Facebook advertising as a powerful tool that they will continue to leverage. Anil says, “Out of all channels to acquire game users, Facebook Ads is the most effective. There is no other place where you can get the kind of targeting that you can get with Facebook Ads.”

