FT Games reaches a +100% Organic Install Uplift with Lab Cave's ASO Optimization

Epic Summoners: Monsters War

115% Organic Install Growth   105% Organic Install Growth

Situation

Epic Summoners is an RPG title developed by the Hong Kong based studio, FT Games.

The game **already covered the basics principles of the ASO**, including a localized description for each language but their organic installs hit a plateau.

Due to its powerfull monetization potential, **every new player coming in would have an impact in the revenues** and would permit to leverage the User Acquisition campaigns.

Lab Cave's team carried on **an Audit and discovered a potential growth** in both Operative Systems. The studios partnered up and set an action plan.

Actions

Lab Cave have been working on the game since January 2018 and focused the efforts in Keyword and Art related actions.

Keyword

All begun with a **Keyword research** where the ASO Team together with their powerful ASO Bot were able to select with accuracy well-balanced (traffic/competition) keywords and target some long-tails, being specific for each platform.

Between iOS and Android, the team has done **8 updates with optimization and localization purposes**.

Art

11 updates where **A/B tests in Icons, screenshots and featured graphics** took place in both, iOS and Android.

Icon A/B Test
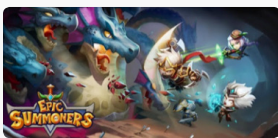
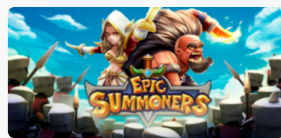

Control Variation | Variation A | Variation B | Variation C

Variation B got a +18% install uplift and Variation C a +21%. The team decided to apply Variation B despite having a lower increment after an icon competitor analysis with the confidence that Variation B have more chances to stand out and grab user's attention.
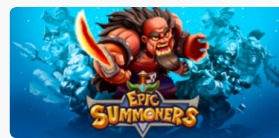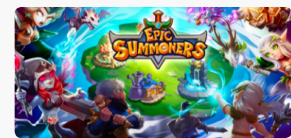
Featured Graphic A/B Test

Control Variation | Variation A | Variation B | Variation C

Variation B got a +16% in Germany and 2% in US. Variation C got a +7% in Brazil.

The team applied consequently the changes.

Results

By applying Lab Cave's know-how in ASO **the game got a 2X organic growth in just 3 months.**

105% Organic Install Growth	**115%** Organic Install Growth
▲ **+320%** Visits	

Lab Cave team is very professional and efficient. Thanks to their 'know-how', we have achieved a 2X organic install growth in a few weeks and realized how ASO helps to scale a game's user base. Excellent work!

Masen Yang - Head of Overseas Operation @ FT Games