



Tap Knights: Heroes and Monsters

Situation

Tap Knights: Heroes and Monsters (TK: HM) is a fantasy RPG Battle Clicker style game developed by the Chinese Company, Red Rain.

Lab Cave found TK: HM a product that looked good, but whose business model was not strong enough. This seemed like a great opportunity to take full advantage of the Lab Cave expertise. Members of the Lab Cave team traveled to China, discussed the game with the developer, and negotiated the contract.

TK: HM was a good product, full of potential and very engaging gameplay, but with **poor localizations, many bugs, simple ad monetization** and no analytics.



Solution

The first action was a **game audit** and assisting Red Rain in the **integration of our analytics, mediation, and tracking system**.

Once implemented, we ran a tech launch for the Android version in Philippines and Mexico, to make sure everything worked correctly.

Consolidating the new integrated systems, the Lab Cave game design team started to work hard to **rebalance the game economy, polish the FTUE, and determine the LTV**. For that, the marketing team ran a **soft launch** for the iOS version in Canada, the Nordics and Netherlands. They saw amazing results in terms of ARPDAU and retention.

At the same time, the ASO department started to do their magic. The first step was the **ASO-bot**, an AI system, developed in-house, able to deliver the best possible **keyword combination in 12 languages**. The team tested the inputs and was able to adjust the metadata for discoverability.

TK: HM was ready for **Global Launch**. The **UA** department decided to split the budget between ad networks (35%) and Facebook ads. (65%) **targeting RPG lovers and creating lookalike audiences from purchasers in TIER1 countries**.

The goal of the campaign was not only to get ROAS, but also to be able to help our Keywords to barge into the top rankings.



We saw **China monetizing better** than the English-Speaking GEOs or Japan, not only in terms of Paying Users penetration, but also in Rewarded Video Ads frequency (+30 videos per user) and CPM (2-3x US CPM). Thanks to **re-allocating the budget**, optimizing our **waterfall and the AdSets** (creatives & sub publishers) we were able to **duplicate the eCPM and get a +130% ARPU uplift** from week 1 to week 2.

Results

Lab Cave was presented with a game which had a lot of potential. The entire team came together to make TK: HM a triumph. From proper and ongoing ASO, daily polishing of key metrics, and constant contact with Apple, Lab Cave found success.



Apple globally featured TK:HM as **“New Games We Love”**



+200K Downloads in the first month



+111% ROAS - Organic + Non-Organic

Together we took a good game and **made it great!**

FR	5th Top Free Game	1st Role Playing	2nd Simulation
DE	4th Top Free Game	1st Role Playing	1st Simulation
RU	3rd Top Free Game	1st Role Playing	1st Simulation



Lab Cave’s publishing team knows how to make a good game greater. With their advice and collaboration our game improved its monetization and playability. We got the game featured Worldwide

Yuehui Feng - CEO Red Rain