





# Drive App Installs and Engagement With Prodege

With Prodege's Omni-channel Solutions, your game will be exposed to our millions of monthly active users with no risk to you. We work on a CPE for the level reached in-game so **if they don't play, you don't pay!**

## Our innovative mobile offerings help you:

- Drive app installs to 15M active users across **iOS**  and **Android**  devices
- Acquire engaged users on a performance basis
- Reach consumers on-the-go via push notifications
- Market to your target audiences
- Boost engagement
- Ensure strong ROAS



## Anatomy of a Prodege Gamer



Spend **25+ hours** a week gaming



Spend **\$100+** a month on games



Ages **25-54**



**56%** Male

**44%** Female



More likely to use **Android** than iOS Devices

**PS4** is the most commonly used console



## Proven Track Record With:

Innogames · Scopely · Skillz · Plarium · HUUUGE Games  
Papaya Games · Devsisters · Yotta Games · Playtika

# Driving Results for:





## Popular Social Casino Game



Average Installs per Game

**11,283**

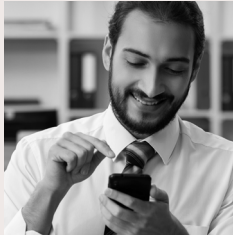
1

64%   
36% 



2

Location  
**USA**



Average Level Event Conversions

**3,108**

(requires 3–5 days of gameplay)

3

4

Day 7 Customer ROAS  
**11.7%**



Flight time  
**30 Days**

5





## Leading Mobile Role Playing Game



Average Monthly Installs per Game

**9,038**

1

47%   
53% 



2

Location  
**USA**



Average Level Event Conversions

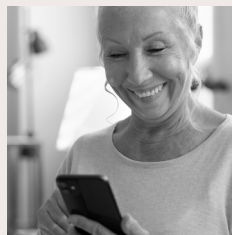
**1,302**

(requires 7–14 days of gameplay)

3

4

Day 7 Customer ROAS  
**13.2%**



Flight time  
**30 Days**

5

