



A CASE STUDY

BaBlah JungleHop



HOW BANZAN STUDIOS MADE THE WORLD 'HOP' WITH **NOSTRA'S** GLOBAL REACH.

Driving **100 MN** game sessions in
just 3 months

BaBlah!
JungleHop





The Challenge

Acquiring more users in the casual gaming category.

Banzan Studios, one of India's finest comics and games studios and the creators of Bablah®, a first-of-its-kind virtual monk, had recently launched the game Bablah: Jungle Hop across multiple platforms.

Despite positive feedbacks and reviews from the gaming community for most games in their portfolio, the studio was finding it hard to reach out to a wider audience. With a plethora of casual and hyper-casual games for players to choose from, promoting Bablah: Jungle Hop on most mainstream channels meant not just big spends, but also the possibility of being lost in the clutter.



The Solution

Leveraging Nostra's reach and reaching out to a global audience.

Instead of taking a traditional route, Banzan Studios decided to launch Bablah on Nostra – India and Southeast Asia's largest gaming platform available on the Glance Lock screen on July 5, 2022.



Incremental Scale

Nostra helped increase the user base of the game exponentially by leveraging its presence on Glance Lock screen.



No Additional Downloads

Users could dive into the world of Bablah straight from their lock screen, leading to more frequent gaming sessions.



Improved Gameplay With Data and Analytics

Nostra's analytics capability helped point towards areas where gameplay could be improved, leading to additions like tutorials and 'Additional Lives'.

**In just
3 months**

38,751

USD ad revenue

96 MN

gaming sessions

2x DRR

Jungle Hop enters

Top 10

games on Nostra for
2 consecutive weeks.



Outcome

Multifold increase in revenue for Banzan Studios as Bablah enjoys close to **100Mn** gaming sessions.

By distributing their game on Nostra, Banzan Studios were able to acquire more users and generate revenue due to the immense reach of the platform. They further improved their gameplay time by making insightful updates to the game.

13%

increase in
gameplay
time with
instruction
cues

28%

increase in
gameplay
time and 7%
increase in
ad revenue
because of
"Additional
Lives"



Our first game on Glance – Bablah: Jungle Hop” has been a top chart game on the platform ever since the launch. It has been a major source of revenue for our small studio from day one. This chance has given the entire team a vital boost, and we are committed to build multiple snackable games for our audience on this platform.”

**Mukesh Dev CEO & Founder
Banzan Studios**



About Nostra

Nostra is India and Southeast Asia's largest gaming platform and aims to become one of the biggest platforms for all gaming experiences globally. It brings consumers engaging, simple ways to discover, play, watch, learn and compete through a rich variety of gaming experiences (instant, online, live, tournaments) that hits different for every gamer.

Game developers get one-stop solution for discovery, monetization and retention, with innovative plug-and-play solutions and instant access to passionate gamers, while brands leverage it for unique contextual engagement with their audiences. Nostra is owned by Singapore-headquartered consumer technology company, Glance.

About Banzan

Banzan Studios is a modern digital entertainment company that aims to build a character-based entertainment universe. The studio focuses on creating casual and hyper-casual games and are creators of BaBlah®, a first of its kind Virtual Monk, who has been a hit amongst global mobile audiences.

