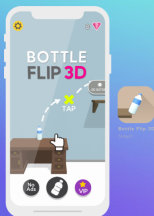




Success Story

Tastypill's Bottle Flip 3D climbed to No. 1 Spot With SparkLabs¹

Tastypill partnered with AppLovin's SparkLabs to create high performing video and playable creatives, which catapulted *Bottle Flip 3D* and *Sling Drift* to the no. 1 spot in the App Store.¹



tastypill

BACKGROUND

Tastypill is a mobile game publisher with 500 million downloads.² They work with world-class developers to bring exciting new games to market.

LOCATION

Atlanta, Georgia

COMPANY SIZE

15 employees

FOUNDED

2015

THE CHALLENGE

Tastypill needed a partner to develop high-quality creatives to succeed in the competitive hyper-casual space and top the charts

In order to successfully scale new titles, Tastypill needed a variety of creatives, especially playable ads, to deduce which ones yielded the strongest conversions. Playable ad creation tends to be a time-consuming process and often requires a dedicated team of experts to execute thoughtfully and quickly. Tastypill, which is a smaller studio, turned to SparkLabs to get this done efficiently. The result? Multiple no. 1 hit games on the App Store.³

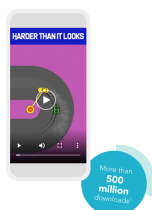
THE SOLUTION

Tastypill partnered with SparkLabs to quickly build a variety of engaging playables and video ads

Tastypill's partnership with SparkLabs was a data-driven approach to launching new games. Because SparkLabs built a variety of playable video ads quickly, Tastypill was able to test and understand which creatives performed best. This ensured they were prepared for new title launches, which saved them time and money by maximizing their ROI from top creatives. Ultimately, it meant they were able to scale and reach no. 1 quickly.³

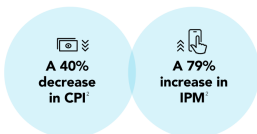
"SparkLabs made some good-looking creatives and really helped us prepare for our soft launches."

- Aaron Feliciano, CTO & Co-Founder of Tastypill



The Results

By using SparkLabs to test different creative video ads, Tastypill's games saw significant jumps after launching. *Sling Drift* and *Bottle Flip 3D* reached no. 1 on the App Store.⁴ *Bottle Flip 3D* experienced:



"SparkLabs really helped us with our marketability testing for new ideas, prototypes, and gauging marketability. During the soft launch process, SparkLabs was amazing at switching out creatives, testing new ones, and optimizing to find the best ones for our actual launch."

Aaron Feliciano

CTO & Co-Founder of Tastypill

THE CHARTS



IN SUMMARY



Creative Expertise

SparkLabs' dedicated team of creative experts brought their marketing expertise to produce high performing video and playable creatives that helped Tastypill launch several games that reached no. 1 in the App Store.³



Increased Efficiencies

By working with SparkLabs, Tastypill was able to focus valuable in-house resources on improving game development and scaling their games effectively. High-quality creatives made by SparkLabs resulted in growth for their overall business.

“

tastypill



We were really impressed by the creatives SparkLabs made for *Sling Drift*, which was our first number one game. We had a string of hits afterwards—SparkLabs definitely made some good-looking creatives for us!

Philip Kung
CEO & Co-Founder

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