



AppGallery



Game Fest Campaign 2020



eBook

In late 2020, AppGallery launched its inaugural global Game Fest campaign.

Working in partnership with **13 of the world's most forward-thinking game developers** – from up-and-coming trailblazers to much-loved household names such as **Playrix, Com2uS, Gameloft, and FunPlus** – the campaign sought to inspire AppGallery users to explore a new generation of play on the platform, offering them a host of exclusive benefits including cashback promotions and generous gift packages.

Through close collaboration, Huawei was able to work with its participating partners and developers to champion their games and reach new audiences across the globe. The campaign ran for **six weeks in total**, spanning **12 markets** across **five geographic regions**, generating more than **600 million digital impressions** for the titles, and a **90% increase in average daily downloads in participating countries**.

Read on to learn more about the campaign, and how AppGallery can help you expand your global reach and achieve your business goals.



12
markets

600_m
digital impressions

90%
increase in average
daily downloads

The results in this eBook reflect the data comparison 6 weeks prior, during and post campaign in participating countries only.

"AppGallery seeks to be the definitive app marketplace that offers consumers more choice and provides developers with the innovative technology they need to imagine new possibilities. Encouraged by the overwhelmingly positive results of Game Fest, we will continue to work with developers to bring them new, creative ways to promote their games, as well as enable Huawei customers to have more ways to play than ever before."

Ilya Fedotov

Head of Global Partnerships & Eco-Development
Communication, Huawei Consumer Business Group

Game Fest partners:



Standoff 2



Beetroot Lab

Dystopia



Summoners War



CrazyLabs

ASMR Slicing



State of Survival



Asphalt 9: Legends



Pascal's Wager



Last Day on Earth



Eclipse Isle



Perfect World Mobile



Gardenscapes



WARGAMING

World of Tanks
Blitz MMO

Driving global growth for partners

As a top 3 global app marketplace, AppGallery enjoys a diverse and expansive audience of 550 million consumers across the world. This makes AppGallery the perfect partner for developers looking to tap into, and drive growth beyond their local market.

Game Fest was a huge undertaking, involving 13 developers from eight different countries across the world and games that spanned six genres - ranging from RPG, Action, and Adventure, to Casual, Simulation, and Strategy games. The robust line-up of games included the immersive **Summoners War**, action-packed **Asphalt 9: Legends**, as well as the immensely popular matching puzzle garden game from Playrix, **Gardenscapes**.

"It was a pleasure to participate in AppGallery Game Fest event which successfully coincided with the global release of our first title on AppGallery - Gardenscapes. We were pleasantly surprised by the partner's absolute readiness to prepare everything necessary for participation in the campaign, as well as the results.

We noted a significant boost in downloads in the targeted countries and believe that the event worked for the highest level. We will continue to take part in AppGallery events with pleasure in the future, in order to develop our partnership and bring joy to people all around the world."

Maxim Kirilenko,
Chief Business Development Officer, Playrix



Gardenscapes
by Playrix



Summoners War
by Com2uS

Demonstrating the power of AppGallery's wide-reaching audience, Game Fest was able to drive strong growth for participating titles across different geographic regions, with **Russia, France, Mexico** and **Saudi Arabia** delivering the largest percentage of aggregate downloads.

The 13 partners enjoyed individual gains across different markets. Game Fest was a success for the highly popular RPG title **Summoners War**. The developer **Com2uS** realised an increase of 118% in average daily downloads during the campaign compared to the six weeks prior.

"It was our first time to be part of the Huawei Game Fest as a developer. The campaign brought us an unexpected result – over 100% increase in total download. We look forward to maintaining a solid cooperation with AppGallery, and will continue offering more games to players around the world."

Sun Peng,
Senior Manager, Com2uS Corporation
Business Management Center



The fantasy role-playing game **Perfect World Mobile** extended its market reach to **Mexico**, where it proved to be a huge hit with the local AppGallery audience. The game saw a 68% jump in daily average downloads during the campaign compared to the six weeks prior, and even outpaced its performance on another global app distribution platform by 300%.

"It's been an honour to release our game on AppGallery, which is a great platform for gaming developers. This is a win-win relationship as proved-since the "Perfect World Mobile" released on AppGallery there has seen increasing active users and revenue.

The Game Fest campaign enhanced our brand awareness as well as user base in LATAM. We look forward to strengthening our partnerships with AppGallery, which has become one of the most important channels, and look forward to offering our latest games to a wide range of overseas customers."

Krystic Cong,
Lead of Business Development, Perfect World



Eclipse Isle
by NetEase Games

Southeast Asia was an important region for **NetEase**.

Their game, **Eclipse Isle**, an anime-inspired battle royale game, also benefited from the campaign with its average daily downloads spiking up 1,774%.

"We are grateful for Huawei's support in the promotion of Eclipse Isle in Southeast Asia. At NetEase Games, we plan to launch our products in Southeast Asia first in 2021- this is a popular choice for most gaming developers ahead of global distribution. We look forward to our future cooperation with Huawei as we begin to expand across new regions and explore further promotional opportunities."

Minmin Cui,
Senior Marketing Director, NetEase Games

AppGallery: Committed to your success

Developers' commercial success is a top priority for AppGallery, and as a platform we actively seek ways to collaborate with existing and new partners to grow their businesses.

For Game Fest, the team took measures to ensure that its partners were in the best possible position to showcase their offerings to AppGallery's audience. Leveraging a powerful array of marketing resources, the campaign provided its partners with vast exposure. This included an estimated **776 million in PR reach**, generating more than **1,000 pieces of media coverage** in **11 different languages**, and more than **600 million digital impressions**.

The communication efforts paid off for partners, driving an average **90% leap in average daily downloads** throughout the campaign compared to the six weeks prior. Several participating partners saw a remarkable jump in average daily downloads during Game Fest compared to the six-week period preceding the campaign.

Increase in average daily downloads in participating countries:



"We have been so pleased to partner with AppGallery for the launch of State of Survival. Not only did the team provide substantial support throughout the process, but the participation in Huawei's year-end Game Fest campaign also meant that our original downloads target was exceeded by four times. We look forward to maintaining a close partnership with AppGallery in the future, and bring more of our games to a wider audience."

Cao Yang,
Business Manager, FunPlus



Game Fest also resulted in a 43% increase in average daily downloads during the six weeks post-campaign versus pre-campaign, helping partners drive sustained growth and momentum in key markets. The thrilling first-person shooter game **Standoff 2** not only saw a 90% increase in total downloads during the campaign, but also saw an 8% lift in average daily downloads in the six weeks post-campaign. Similarly, **Asphalt 9: Legends in Mexico** saw a 93% increase in total downloads during the campaign, as well as positive post-campaign momentum, with average daily downloads up by 23%.

“We are delighted to participate in the Huawei Game Fest event as the first batch of developers in the industry to join the AppGallery platform. This event has brought good results to our games, and the total downloads in the target countries have increased significantly. We will continue to work closely with the AppGallery team to create a business success and bring our games to more users.”

Henry Pan,
Global Business Development Director, Gameloft

For several newer participating partners, their average daily downloads on **AppGallery exceeded performance on other platforms during the six-week post campaign period**, showing promising signs for AppGallery as a platform to help their expansion.

+275%

Average daily downloads for **Dystopia** outpaced its performance on another global app distribution platform by 275% post-campaign.

+209%

Perfect World Mobile outpaced its performance on another global app distribution platform by 209% in its average daily downloads post-campaign.

+122%

Average daily downloads for **Summoners War** outpaced its performance on another global app distribution platform in **Saudi Arabia** by 122% post-campaign.

+112%

Game Fest boosted downloads for **Eclipse Isle** by 112% compared to another global app distribution platform post-campaign.

Steadfast local support for developers

As a top 3 global app marketplace and continuously evolving platform, AppGallery adopts a 'Global+Local' approach to better serve its developer partners. It seeks to understand the unique business goals of each of its partners and collaborates to create locally relevant plans to best support their goals. This support includes providing high-touch, locally-tailored technical, business development and growth marketing services to help maximise their success on the platform.

AppGallery is committed to working in close collaboration with its partners to deliver the best possible user experience for each market. With both the user and developer in mind, the AppGallery team worked with its partners throughout Game Fest to customise creatives and copy for each game in each country, with a focus on local consumer preferences. The AppGallery team adjusted its speed of engagement accordingly to educate developers on promotional opportunities, create custom promotional plans, and in some cases accelerate go-to-market plans to meet their needs.

This commitment to collaboration was particularly fruitful when working with **Playrix**. AppGallery not only helped to accelerate the go-to-market of the game, onboarding it in less than three months, but also provided end-to-end support throughout the process. The rapid local support also led to the publishing of their second game, **Homescapes**, shortly after, and again brought great results to the developer in 2021.



"We did a great job working together on the Homescapes global launch on AppGallery. Thanks a lot to Huawei international team for our excellent cooperation. After the game release, we noted an impressive volume of new downloads in all countries, and continue to see a growing trend every day."

The efforts that the team makes to attract new active users are worthy of special praise. We are pleased to work with the AppGallery team and will continue to expand the catalogue of our games in the store so that even more users around the world can enjoy our games."

Maxim Kirilenko,
Chief Business Development Officer, Playrix



In a separate instance, **Standoff 2** rolled out an update to its game over the Christmas holiday. AppGallery was the first platform to push the update while providing seamless support during the busy festive period, driving an increase in daily average downloads of over 100% across **France**, **Italy**, and **Russia** combined for the developer **Axlebolt** immediately following the release.

“Over the course of our partnership, it became clear for us that AppGallery is a great source of new audience growth for us. Moreover, such activities as Game Fest compare AppGallery favourably with its competitors. We are greatly satisfied with the campaign results and will be glad to take part in new cool events together with AppGallery team.”

Salah Sivushkov,
Chief Business Development Officer, Axlebolt

Join us to explore more, and expand together

Whether it's to drive sustained growth beyond an app launch or support other key business goals, the AppGallery team maintains an unwavering commitment to developers through strong collaborative partnerships, enhanced development tools, local support, and an ever-expanding ecosystem and user base. This includes AppGallery's extra rich array of DevOps resources such as AppGallery Connect, HUAWEI Analytics, HMS Core Kits, and more.

AppGallery Connect in particular offers unique full-spectrum support to global developers – from ideation, development, distribution, operation, and data analytics. It provides 53 services in the Chinese market and 27 services in overseas markets to help developers increase operational efficiency. These resources, coupled with access to Go Global Service Engine through the HMS Go Global Ecosystem Alliance, help developers to reach new markets.

All this makes AppGallery an exciting partner for future-facing developers looking to expand distribution and create better and more innovative apps for global consumers. Huawei continues to remain steadfast in its vision to develop a fair and open ecosystem, continually collaborating with the world's foremost pioneering app and game development companies to bring consumers the great apps they deserve – whether they are built right in their neighbourhood or across the globe.



Are you interested in exploring the opportunities to grow with AppGallery?

If you want to better understand how we can help you launch your app, either locally or globally, contact our business development team at: GlobalGamesBD@huawei.com

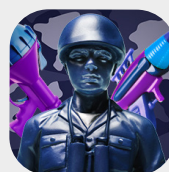
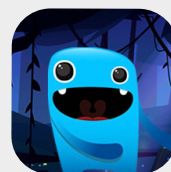
If you want to learn more about how other apps and games have successfully launched and grown with AppGallery, read our partner stories here: <https://consumer.huawei.com/en/partners/stories>



About AppGallery – Top 3 Global App Marketplace

AppGallery is a smart and innovative ecosystem that allows developers to create new experiences for consumers. Our unique HMS Core allows apps to be integrated across different devices, delivering more convenience and a smoother experience – and this is part of our wider “1+8+N” strategy at Huawei.

Our vision is to make AppGallery an open, innovative app distribution platform that is accessible to consumers, and at the same time, strictly protects users' privacy and security while providing them with a unique and smart experience. Being a top 3 global app marketplace, AppGallery offers a wide variety of global and local apps across 18 categories including navigation & transport, news, social media and others. AppGallery is available in more than 170 countries and regions with over 550 million monthly active users. To date, Huawei has partnered with over 4 million developers across the globe, and distributed 384.4 billion apps to consumers throughout 2020.



AppGallery

Find out how we can help launch your game or app
by contacting our business development team:

GlobalGamesBD@huawei.com

