



Driving Smarter Decisions With Data

How Chimp.Works Harnessed The Power of Machine Learning

In 2019, Chimp.Works changed their approach to data. They knew that data held the key to making smarter decisions. They challenged themselves to develop their own data warehouse and explore innovative ways to draw more value from their data. Hani Tlas, their Lead Data Architect, was tasked with making that happen.

Chimp.Works

Founded in 2014, Chimp.Works has built their reputation on the back of a series of highly successful mobile games. They produce simple and satisfying short session games like Baseball Boy, Rush and Rider. As a company, they're continually adapting to the changing mobile gaming landscape and improving every aspect of what they do.

The Data Gaps

To achieve his goal, Hani knew that automation was critical. Creating automated reports that acquisition and marketing managers could access on a daily basis was where they needed to be. That meant establishing dashboards that allowed the team at Chimp.Works to plan, predict and make data led decisions.

APP CATEGORY
Gaming

PARENT ORGANIZATION
N/A

HEADQUARTERS
Netherlands

COMPANY SIZE
40 people

FOUNDED
2014



Chimp.Works relied on a combination of Firebase and Amplitude to manage their data and analytics. Together, these tools helped them understand their player level data. However, they lacked the ability to drill down and go deeper. Critically they were missing the ability to accurately attribute which of their marketing channels was driving conversions.

And, of course, working across two analytics tools made it difficult to establish a genuine single source of truth.

“We were missing a lot of key aspects of the data. We could see our player level data, but we didn’t get accurate attribution data. It was impossible to say whether our players came from our Facebook Ads, Google Ads or if they were organic.”

As well as wanting accurate attribution data, Hani also wanted to drive even more value from the data. His aim was to take the richer data from AppsFlyer and use it as the foundation for two machine learning projects; the first focussed on optimising UA creative, the second a forecasting tool.

Smarter Creative Decisions

There’s a simple truth about all forms of advertising. Some adverts work. Some don’t. Much of that success is down to the creative execution. The marketing team at Chimp.Works wanted to understand which combination of creative elements produced the most successful adverts. Understanding the relationship between colours, characters, text and the flow of the advert would help produce more effective creatives.

“To do that manually would be quite a bit of work. We pulled the data from AppsFlyer and trained a model to just pick up the objects in our ads. We can look at the individual elements and compare which has the highest retention level. And that really helps us direct our creative team. We stop them wasting time on producing creatives for useless A/B tests that we know won’t work.”



Predicting The Future

Machine learning has also been applied to help Chimp.Works marketing managers make more accurate forecasts about campaigns. They have the ability to forecast the performance of campaigns over 3, 7, 14, 30, 60 and 90 days. Now, at any point in the lifecycle of a campaign, marketing managers can answer a really simple question - 'Is this game performing as we'd predicted?'. And, of course, if the answer is no, corrections can be made in real-time.

"Our marketing managers can instantly see if a creative is not performing well and more importantly they can drill down and see why it's not performing well. We can save them around two to three days of work. In one example we managed to increase our ROI by 37%. We always see an improvement based on campaigns that use this model."

Working Together

Collaboration has been key to Hani's success. His close work with the marketing team at Chimp.Works means he can understand what they really need. And, his engagement with a wide range of AppsFlyer stakeholders has also been critical.

"Support tickets are picked up instantly and transferred to whoever is best placed to help. Most of my answers actually come from Jonatan, my AppsFlyer Customer Success Manager. He'll talk to the support team and come back to me personally, which is very nice."

Ever Evolving

Hani and his data team at Chimp.Works are constantly exploring new ways to support their marketing colleagues. That means harnessing AppsFlyer's native capabilities as well as its ability to provide the trusted data for their machine learning projects. What that ultimately means is more success for Chimp.Works and a better experience for their team and their players.

"The best thing is that AppsFlyer gives us cleaned up data. And, we can go fairly deep with that data as they allow us to mix and match whatever combination we need from their API. Most data partners just give us a table and tell us 'Hey, this is what you get.'. Now we just load up what we need from the API, which makes my job much easier."

