



40%

Increase in Active Users

30%

Increase in App Installs

89%

Completion Rate

### Background

Apro Service Group is a leading financial services company which offers loans and other financial services in South Korea. They wanted to increase their active app users, using a game.

### Goals

- Increase active app users in the Apro Service app
- Boost app retention rate
- Raise brand awareness using Apro's own mascot

### The Campaign

The "Running Mu" game was launched in the Apro Service app. Users played as "Mu", Apro Service's mascot, to collect coins and avoid the obstacles. Game scores could be redeemed for "R points" which could be used in the Apro Services app.

- Campaign duration: 90 days
- Channel: Apro Financial App (Android)
- Mini-Game: Escape
- Rewards: R Points (Maximum 300 points/day)

### The Results

- 40% of app users returned to play the Running Mu game.
- Game replayed 31 times per player, on average
- 30% increase in app installs
- 89% of players completed the game

