

GAME FOR SUCCESS

CHALLENGE

In a carrier arena crowded with savings offers, how do you get your plans to connect with Hispanic audiences?

SOLUTION

You make the right creative call with a game experience that literally let users cut bills in half. With every swipe, players rang up points and discovered how to score cheaper plans.



44.5%

ENGAGEMENT
12x Benchmark

33%

GAME COMPLETION
3.8x Benchmark

1.8%

EXPANSION RATE
2.6x Benchmark