

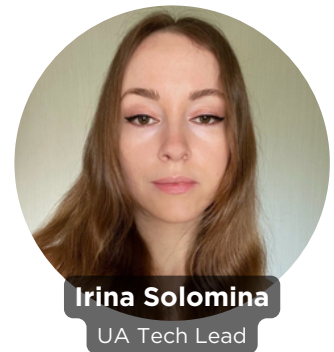


Scaling UA with Precision and Transparency

with Bubbleye.AI Automation

AppQuantum is a leading European mobile game publisher with a growing portfolio of highly successful free-to-play titles, downloaded by **hundreds of millions of players worldwide**. Their UA team, known for its strong expertise and structured approach, continuously strives to balance scale and profitability while managing campaigns across multiple networks and geographies.

“*What impressed us most is the balance between automation and control. With Bubbleye, we don’t feel like we’re handing over the keys blindly. Every adjustment is transparent, validated, and easy to troubleshoot — which makes it natural for experienced UA teams to fully embrace automation. Add to that their world-class customer support and genuine sense of partnership, and Bubbleye quickly became an extension of our own team.*”



Irina Solomina
UA Tech Lead

THE CHALLENGE

With a large and diverse game portfolio, AppQuantum’s UA managers were spread across multiple networks and markets. Despite sporting an all-stars team, the **granularity and frequency** of optimizations required to maximize campaign performance were becoming increasingly **inefficient** to manage manually.

The UA team’s main pain points:



CAPACITY & WORKLOAD

High-frequency campaign adjustments across many titles and networks would consume invaluable team time and make the process ineffective.



CONTROL & TRANSPARENCY

As a structured organization, AppQuantum needs clear visibility over every optimization decision - what change is made, when, and why.



SPECIFIC NEEDS, AD HOC APPROACH

No off-the-shelf product could tick all the boxes; AppQuantum needed a partner capable of tailoring automation flows to their exact methodologies.

AppQuantum looked for a platform-level solution that could connect the dots across networks, validate setups, enforce consistency, and apply optimization at scale with full accountability.



THE SOLUTION

When it comes to large scale marketing operations, success depends on two main factors, which Bubbleye aimed to unlock:

CORRECTNESS

Ensure precise, systematic adjustments across all live campaigns. With rigorous safety measures.



TRANSPARENCY

Ensure full awareness of what changes are going to be enacted *before* they are, and why.

AppQuantum adopted Bubbleye's Campaign Automation module to automate campaign monitoring, analysis, and adjustments across their portfolio:

Granular performance & trend analysis

24/7, at multiple levels — network, tier, geo, sub-publisher.

Thousands of bid & budget adjustments

automated, pre-validated, and fully transparent to UA managers.

Validation checkpoints & real-time notifications

ensuring every automated action could be reviewed, understood, and trusted.

Tailor-made automation flows

embedding AppQuantum's optimization logic and decision trees, designed in partnership with Bubbleye.

SUCCESS

Bubbleye acted as a **force multiplier** for AppQuantum - handling daily tactical adjustments so the team could focus on strategy, coordination, and activation of **new traffic sources**.

ROAS & Scale, Balanced:

spend scaled across networks while maintaining strict ROAS targets.

Systematic Methodology:

standardized optimization workflows enforced across campaigns and across team members, ensuring consistency and transparency.

-60%

TIME & EFFORT

Operational Efficiency:
thousands of bid and budget adjustments enacted automatically - the equivalent of several extra UA managers, but without increasing headcount.

+NEW

TRAFFIC SOURCES

New opportunities:
UA managers freed from repetitive tasks, enabled to explore and scale up entire new traffic sources.

AppQuantum estimates that campaign optimization time was slashed by 60% on the automated portfolio, across a wide team of professionals, freeing up the majority of the time for more strategic tasks, including activating and scaling brand new channels.

STRATEGIC PARTNERSHIP

Beyond the numbers, Bubbleeye delivered three **strategic advantages** that resonated strongly with AppQuantum:

PROVEN RELIABILITY

AppQuantum was able to safely rely on Bubbleeye as a solid, trusted partner: boasting years of operations and over a hundred successful clients, Bubbleeye repeatedly **delivered on expectations** and ensured world class support throughout.

MORE THAN SAAS

Besides offering a robust SaaS product, Bubbleeye's flexible platform infrastructure allowed AppQuantum to rapidly **plug in their own automation logic**, ensuring a perfect fit for their unique portfolio structure.

SAFETY & CONTROL

Bubbleeye delivered extra validation checkpoints & safeguards as guardrails for testers and UA managers. This helped prevent overlooks and undesired updates, ensuring a **safe and controlled automation environment** despite the large scale and fine granularity.



Artem Sprygin
Head of UA

“

Bubbleeye has saved our team an incredible amount of time. What used to take tens of hours of manual campaign monitoring and adjustments now happens automatically, at a frequency no human team could match. This allows our UA managers to focus on the strategic and creative tasks that truly drive growth

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