

SuperPlanet x Aghanim

Case study

SuperPlanet scales its portfolio to 50% web revenue share using Aghanim's high-velocity DTC framework



Summary

48%

Web-to-IAP Revenue Ratio
for K-Devil Hunter in less than 30 days

127%

Peak web revenue relative to IAP
for Pompo Backpack Hero

675%

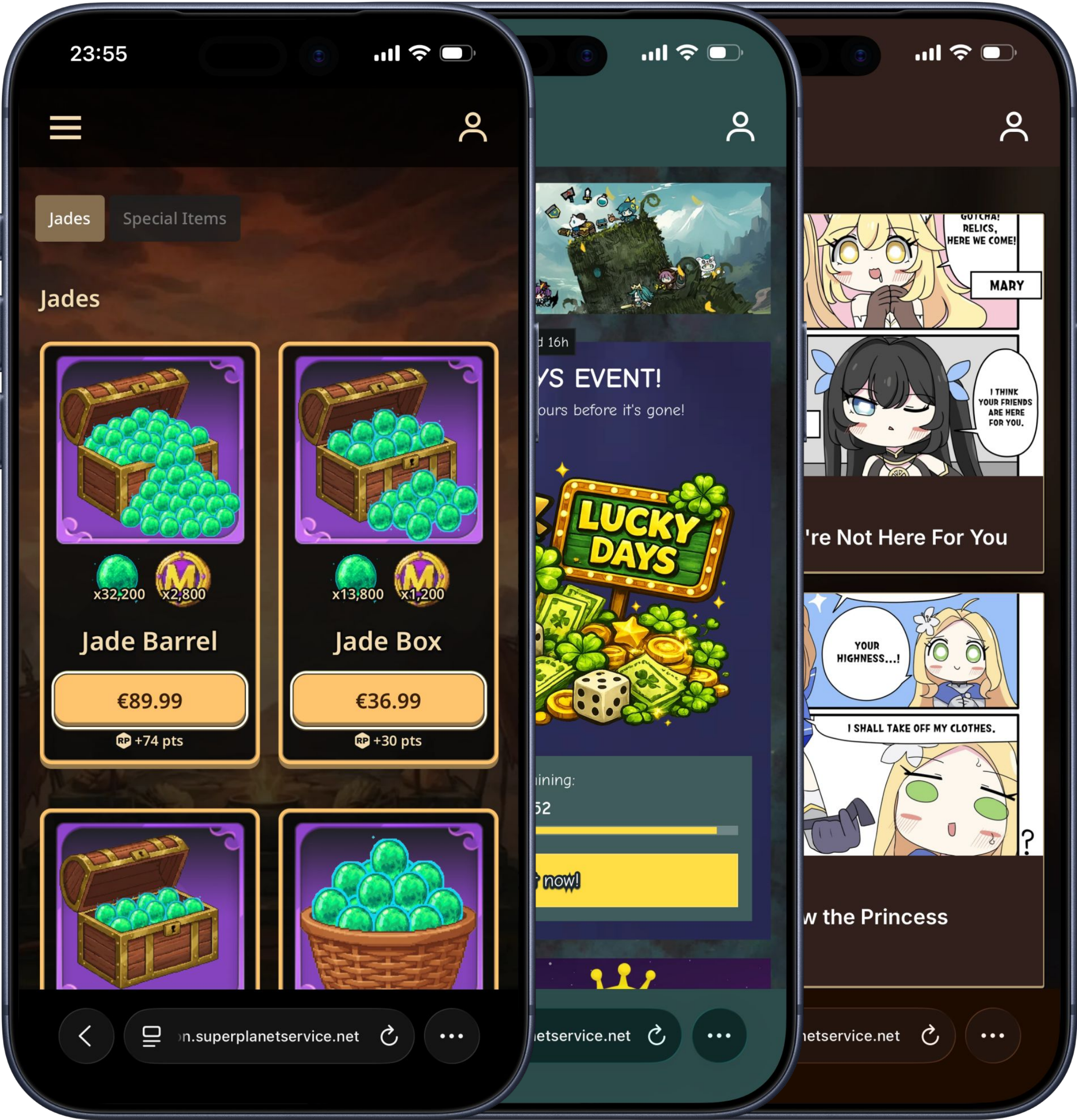
Surge in Sword Master Story hub sales
via timed offers

<30D

Time from kickoff to full portfolio launch

10+

Total games integrated with the game hub



Introduction

SuperPlanet, a global indie publisher with over 25 million downloads and 10 games integrated with Aghanim, set out to rule the world with fun mobile games.

To scale globally, they recognized that traditional platform dependency created a ceiling on growth. The team had invested in web-based monetization strategies, but scaling with their previous webshop solutions consistently proved challenging.

Partnering with Aghanim, SuperPlanet migrated to a sophisticated game hub architecture to reclaim the publisher-player relationship and shift monetization to a web ecosystem in high velocity.

SuperPlanet deployed a fully compliant game hub architecture designed to increase off-platform revenue, improve conversion efficiency, and scale DTC to current and future games pipeline.

Integration Velocity

Managing a multi-title portfolio (10+ games) required a standardized, industrial-grade deployment engine that traditional webshops couldn't provide.

Optimizing the DTC Setup

The previous off-platform setup struggled to generate consistent revenue, experiencing low repeat purchase rates and limited conversions across key player segments.

Link-Out Compliance Barriers

SuperPlanet's prior DTC setup required a seamless, platform-compliant way to direct players into the web experience to maximize visibility and off-platform spend.



Global

Target market



Asia

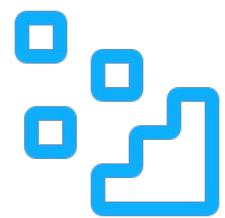
Biggest market





Solution

Using Aghanim's game hub framework, SuperPlanet accelerated deployment across a 10-game pipeline at a blazing pace without SDK overhead



High-Velocity Pipeline

Leveraged self-serve integration to launch 10 game hubs in less than 30 days



Engagement Toolsets

Deployed seasonal LiveOps, timed offers, and cashback rewards to drive urgency



Frictionless "Club" Flow

In-game "Club" entry points reduced login friction and improved game hub conversion



Global MoR Infrastructure

Seamless handling of payments, tax, and compliance across all operating markets

Results



K-Devil Hunter: The Tipping Point

48% Web-to-IAP Revenue Ratio in 30 days: Web became a major revenue channel within one month

85% MoM Growth: Seamless entry points drove rapid player adoption of direct web purchases



Pompo Backpack Hero: Scaling Ecosystems

127% Web-to-IAP Revenue Ratio: Grew from a 23% baseline to a peak share at month 6 through loyalty loops



Wicked Defense: Immediate Capture

43% D1-D30 Web-to-IAP Revenue Ratio: Proves "Day 1" viability for new titles when game hub rewards are clear

Product stack



Game Hub Builder

Rapid deployment of game-native web experiences



Checkout 2.0

High-conversion, low-friction payment flows



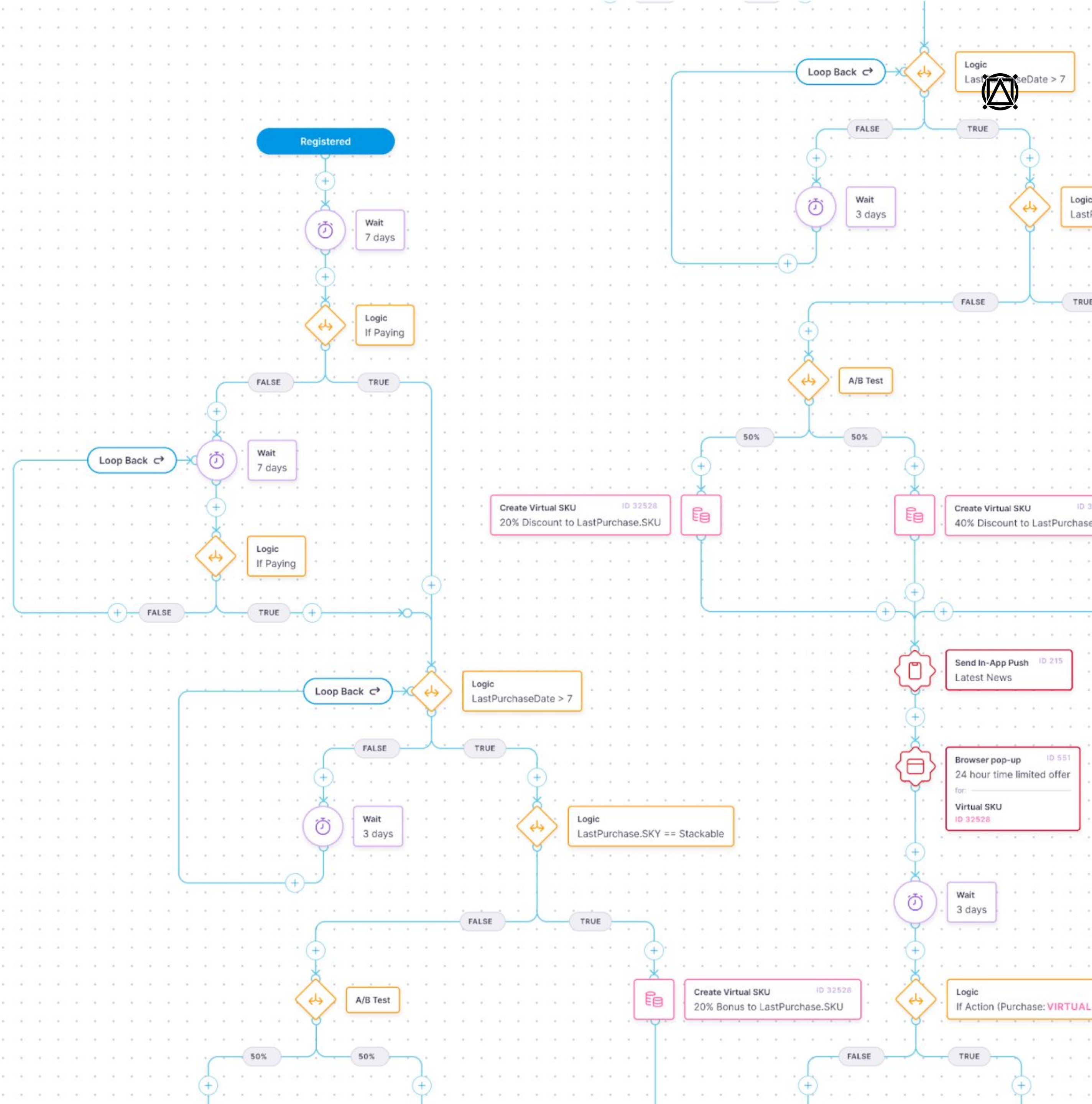
LiveOps Builder

Continuous testing and optimization of offers and routing



Global Merchant-of-Record Services

Tax, compliance, and fraud management across all regions





Aghanim moved us from a basic webshop to a scalable, data-driven DTC architecture. This partnership hasn't just moved spend off-platform; it has established a sustainable, publisher-centric model that allows us to scale faster in global markets with better per-player earnings.

Kyung Woo Han, Live Services & DTC PM



Aghanim

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