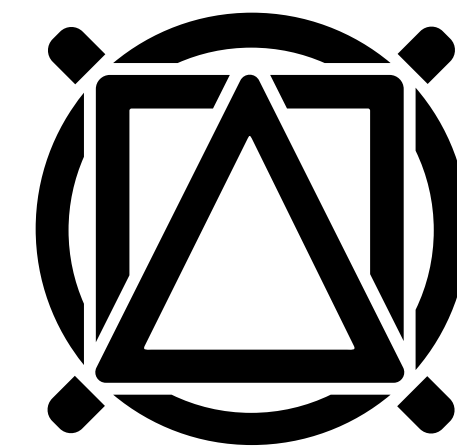
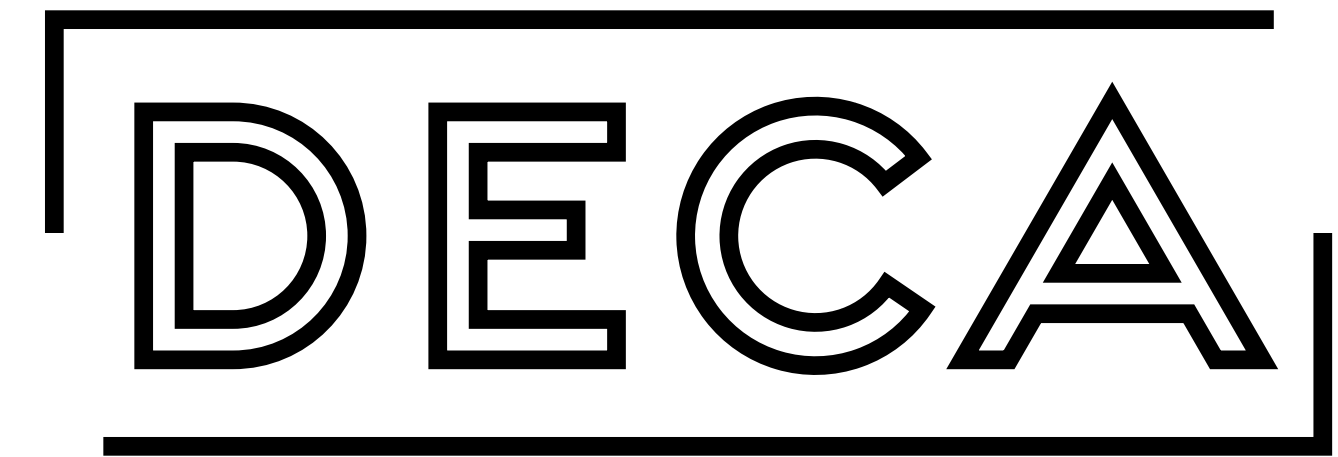


JAN 2026

CASE STUDY

Aghanim-powered game hub contributes
nearly half of Celtic Heroes revenue and
delivers a **+44% incremental revenue
uplift** in just 8 days



Aghanim

SUMMARY

+44%

contribution to total IAP revenue
across all platforms in just 8 days

NO

cannibalization of
mobile purchases

34%

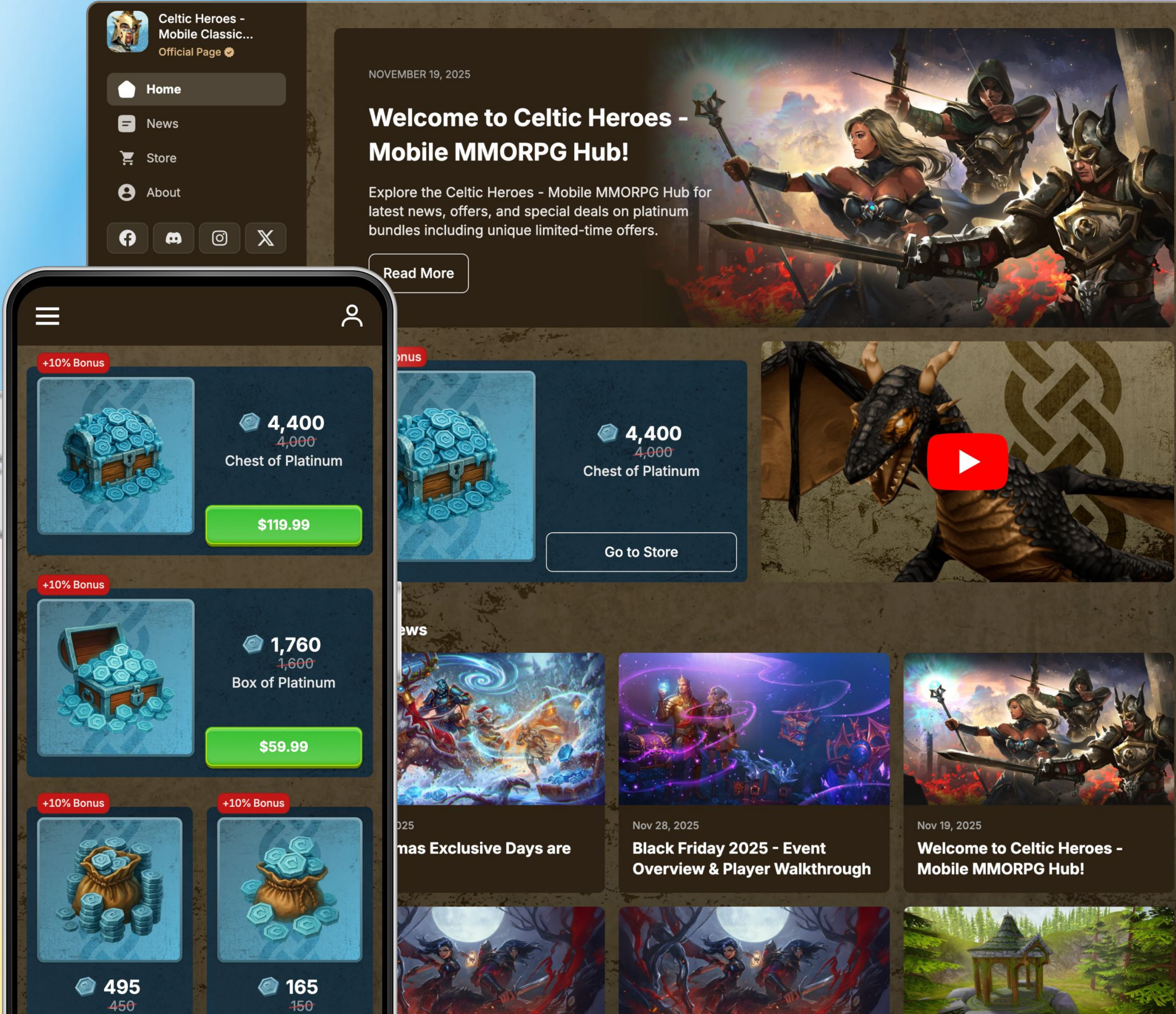
of all game hub visitors
converted into purchases

183%

higher ARPPU on the
game hub vs in-app

ZERO

critical incidents or
payment disruptions



INTRODUCTION

DECA Games, the publisher behind the long-running MMORPG Celtic Heroes, and a longtime webshop adopter, partnered with Aghanim to launch the game hub as a strategic extension of its distribution stack.

The objective was clear:

- ✓ **ADD MEANINGFUL REVENUE OFF-APP**
- ✓ **CREATE A PREFERRED DESTINATION FOR HIGHER-VALUE SPENDERS**
- ✓ **MAINTAIN ABSOLUTE OPERATIONAL STABILITY**

8 DAYS

Within the first eight days, the game hub exceeded expectations across **revenue uplift, ARPPU increase, and player adoption.**

CHALLENGE



App-Store Dependency

Monetization relied heavily on mobile and Steam storefronts, limiting margin flexibility and pricing control.



High-Value Spend Concentration

Mid- and high-tier purchases lacked an optimized off-app environment.



Operational Risk Sensitivity

As a mature live game, any new monetization channel needed to launch without disruption.

SOLUTION

Aghanim deployed a fully integrated game hub, designed as a natural extension of the Celtic Heroes economy.



Game-Hub-Exclusive Value

Premium bundles and stronger value-per-dollar incentives encouraged off-app purchasing.



Seamless Player Flow

Minimal friction between game and game hub reinforced trust and repeat behavior.



Live-Ops-Ready Monetization

The game hub supports programmatic offers and future campaigns without economic risk.

RESULT

+44%

Incremental Revenue Uplift

Nearly half of all IAP revenue was generated through the game hub within the first eight days.

NO

Cannibalization of Mobile Purchases

One-third of all daily payers now prefer the web shop - strong migration without harming in-game purchases.

34%

of All Game Hub Visitors Converted

One-third of paying players completed purchases through the game hub

183%

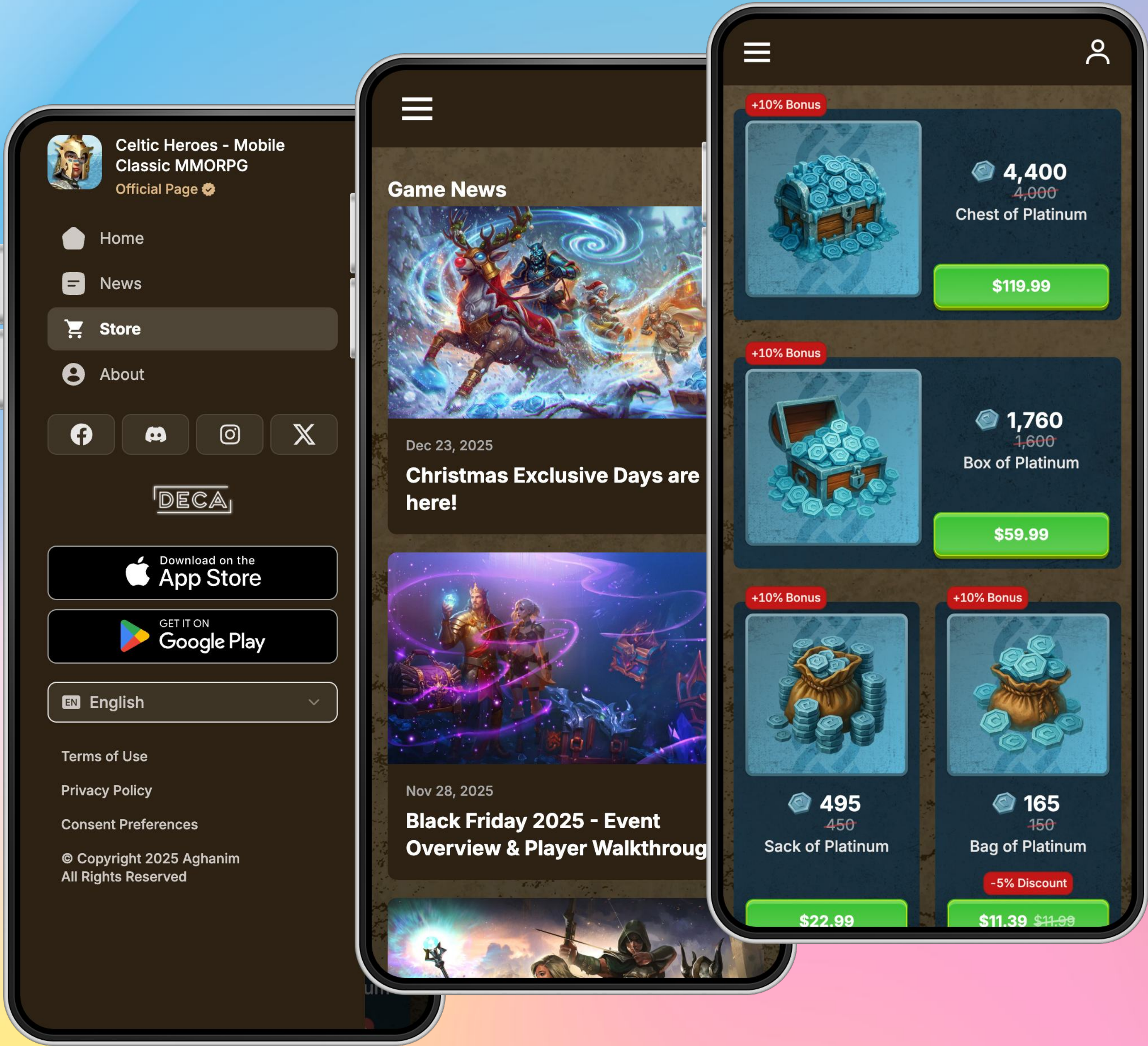
Higher ARPPU on Game Hub

ARPPU on the game hub consistently averaged roughly 2× higher than in-app purchases, confirming it as the preferred channel for higher-value spend.

ZERO

Critical Incidents

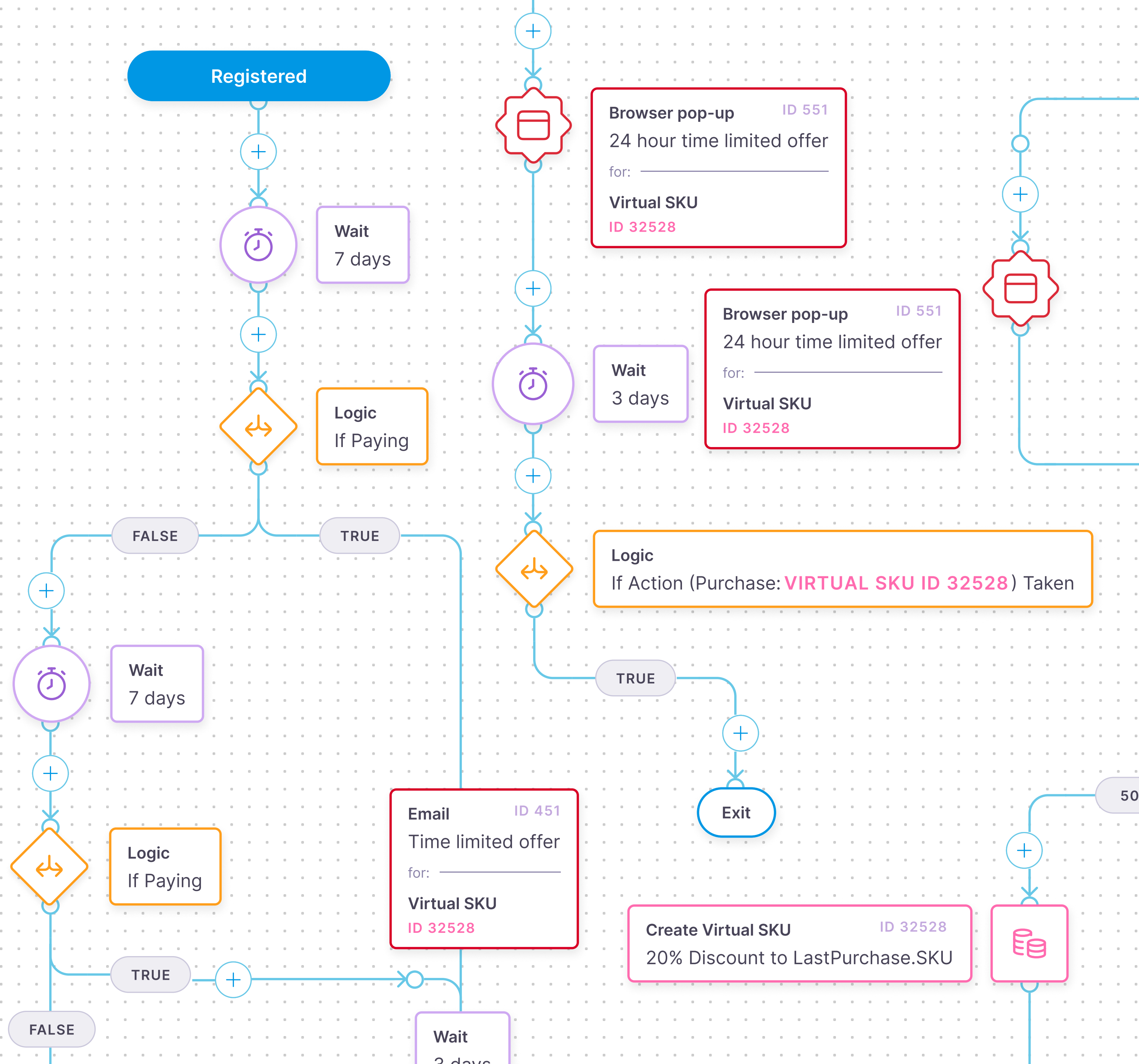
No downtime, no sync issues, no payment disruptions.



PRODUCT STACK

- **Aghanim-powered Game Hub**
- **Global Merchant-of-Record Services**
- **LiveOps-Ready Offer & Bundle System**
- **Enterprise-Grade Payments & Compliance Layer**

Visit Celtic Heroes Hub



"Eight days after launch, the game hub continues to be performing **above Aghanim's early shared expectations** across revenue uplift, player adoption, and ARPPU increase. Players are accepting the platform with an incredible kick start rate – **a significant portion are migrating their purchase behavior there**, especially higher-value spenders. Aghanim's game hub clearly established itself as a **trusted, stable, and high-value purchase channel** from week one."

PUIU FATULESCU, VP PRODUCT

GET IN TOUCH

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 <https://aghanim.com/>

Thank You