

NOV 2025

# CASE STUDY

Aghanim-powered game hub tripled Critical Strike's off-app revenue with their previous webshop in under one month



# SUMMARY

175%

Higher off-app revenue vs previous provider from month 1

30

Days from kickoff to launch

+19%

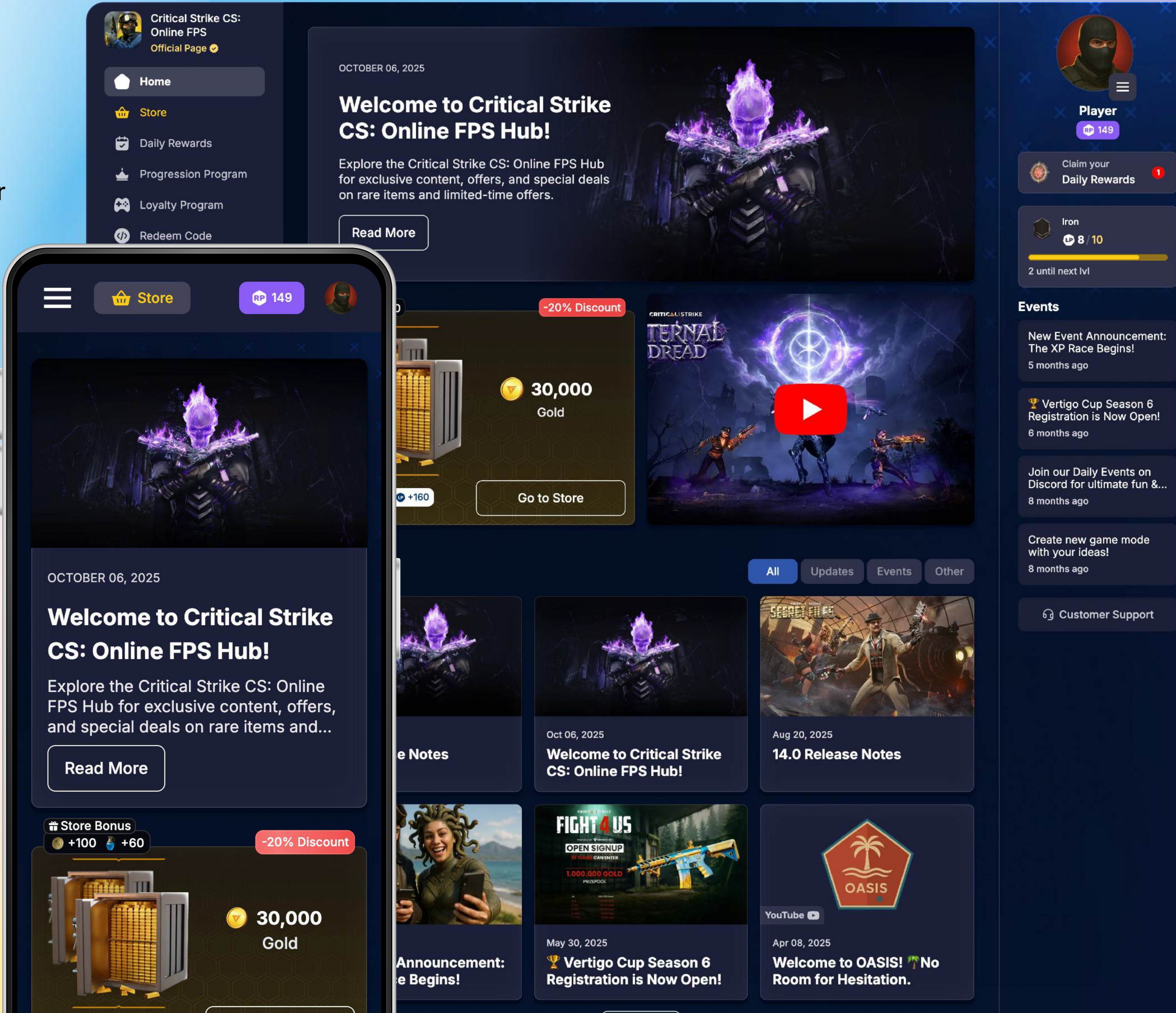
Higher AVG check

40%

Of players visited game hub in the first week

ZERO

Downtime across all markets



# INTRODUCTION

Vertigo Games, the studio behind the hit mobile FPS Critical Strike, wanted to meaningfully scale its direct-to-consumer (DTC) business and cut dependence on high platform fees. Their previous DTC efforts had delivered limited upside: low engagement, and minimal live-ops flexibility held back meaningful growth.

Partnering with Aghanim, Vertigo Games launched a fully personalized, globally compliant game hub that transformed how players engaged, purchased, and returned.

The result: a frictionless, high-performing DTC channel that enables fully compliant link-outs cross platform, globally.

## THE CHALLENGE

### RISING PLATFORM COSTS

First-party stores charged up to 30% fees, reducing margins and limiting reinvestment in growth.

### UNDERPERFORMING DTC SETUP

The previous off-app webshop produced little recurring revenue, with minimal retention and poor conversion.

### LINK-OUT COMPLIANCE BARRIERS

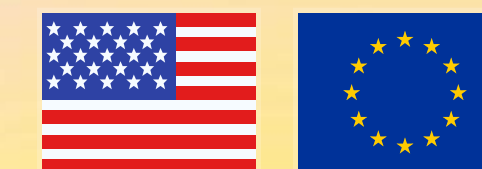
Vertigo was unable to offer a compliant path to link players from in-game to their webshop, limiting visibility and revenue. With Aghanim's Game Hub, Vertigo Games unlocked fully compliant in-game link-outs, routing players directly into a personalized game-hub experience.

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## TARGET MARKET

### GLOBAL

#### BIGGEST MARKETS:



# SOLUTION

Aghanim introduced its game hub framework, combining personalization, liveops, loyalty rewards, and global Merchant-of-Record services.

## Personalized Liveops

Triggered offers based on player activity — login streaks, abandoned carts, and purchase history — increased re-engagement and upsell rates.

## Loyalty & Cashback Ecosystem

Tiered loyalty rewards and cashback encouraged repeat purchases and kept the hub top-of-mind for players.

## Global MoR Infrastructure

Tax management, FX, fraud protection, and regional payment coverage across every country ensured frictionless compliance.

## Seamless In-App Deeplink Flow

A single “Store” button inside the game directed players to exclusive hub content and offers - no redirects, no extra SDKs, and players were automatically logged in to the game hub.

# RESULT

175%+

## Revenue Growth

Off-app revenue for Critical Strike tripled in the first month after switching from the previous webshop to Aghanim’s game hub.

30

## Days From Kickoff to Launch

Vertigo Games completed a full transition from the old webshop to the new game hub - including integration, customization, QA, and launch - all within 30 days.

+19%

## Increase in AVG Check

Smarter bundles, optimized price points, and dynamically personalized offers led to a 19% increase in average check size, lifting revenue per paying player.

40%

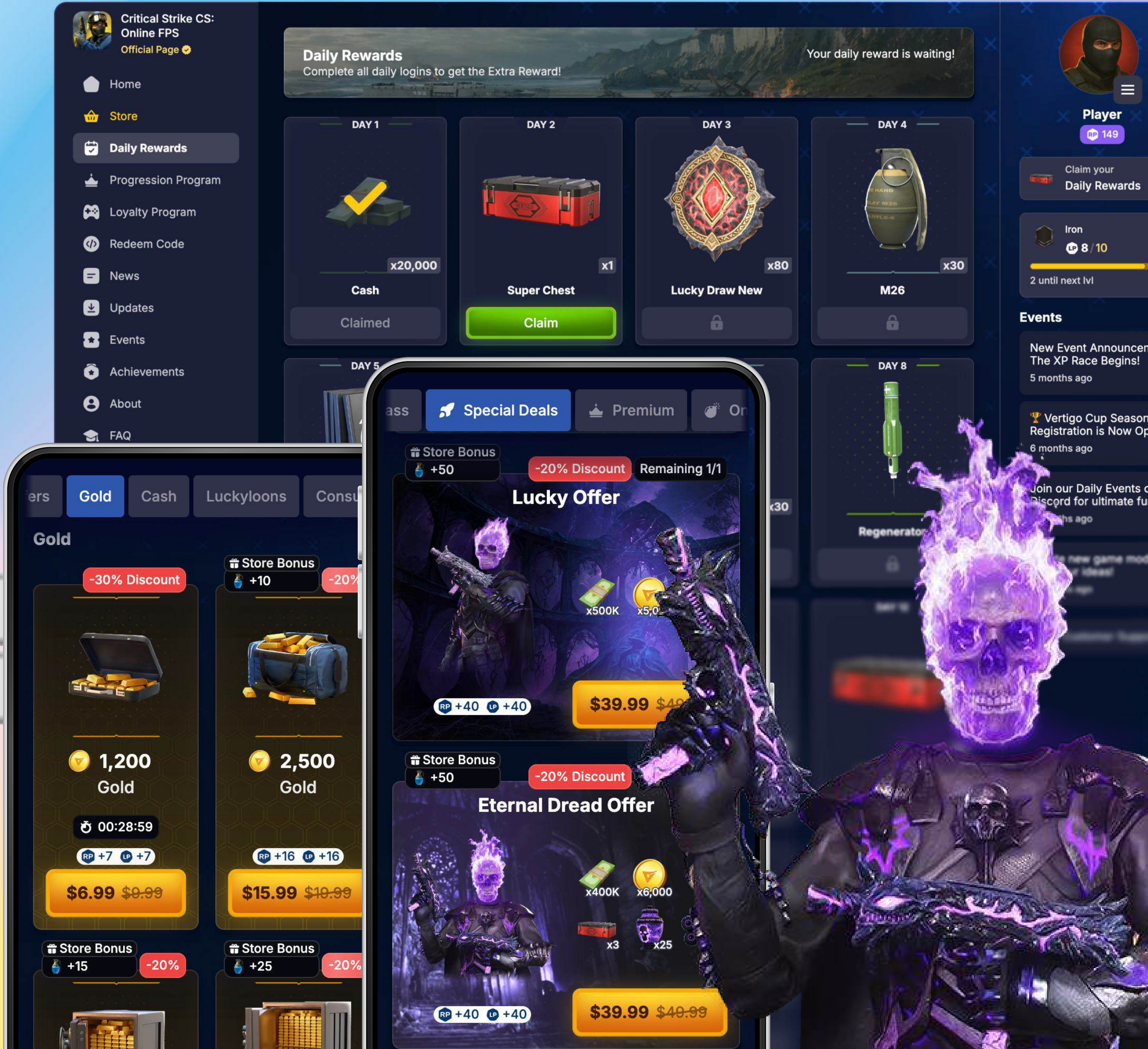
## of Players Visited the Game Hub in Week One

40% of players visited the game hub within the first week, demonstrating fast channel adoption and strong early engagement.

ZERO

## Downtime Incidents

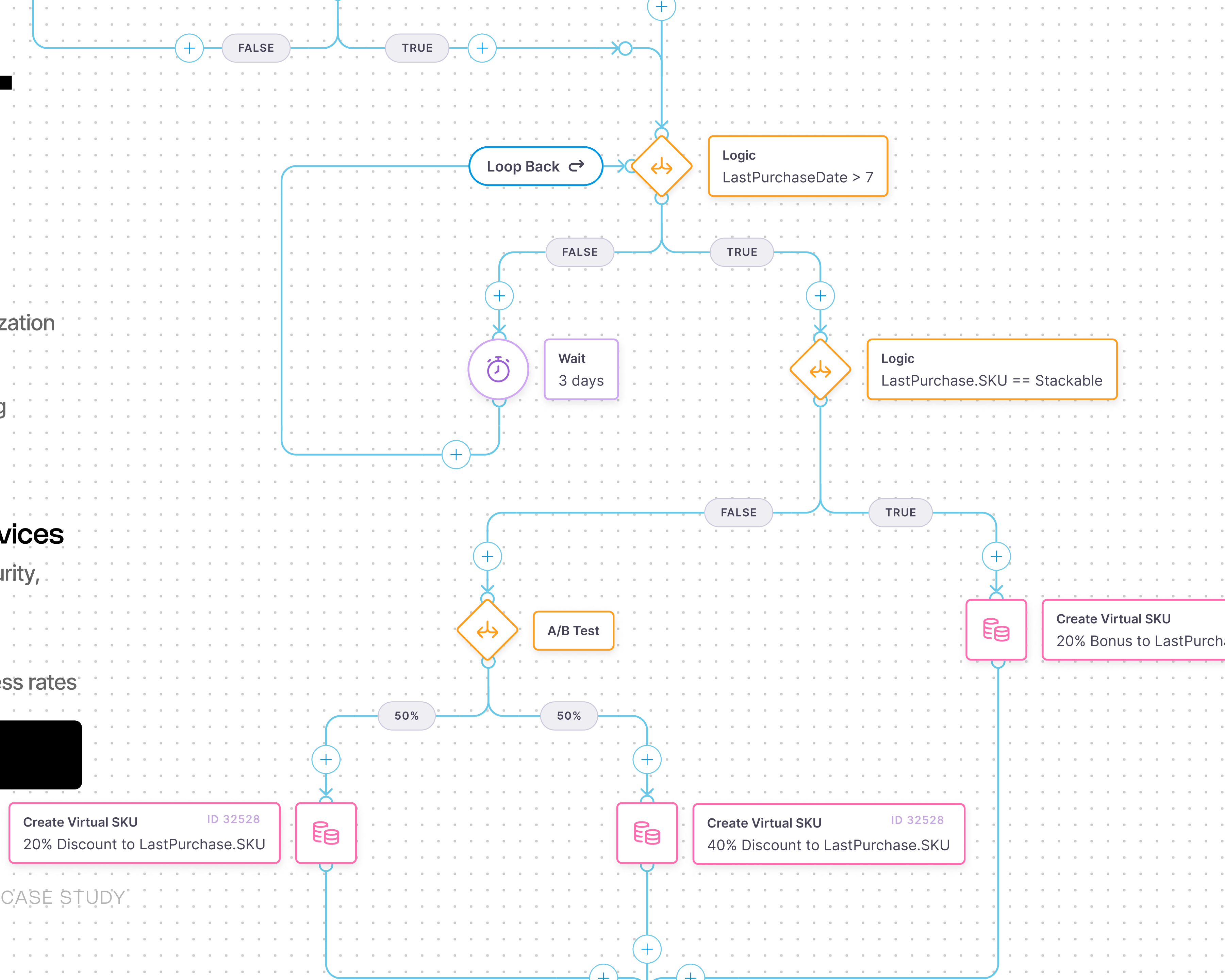
Aghanim delivered ZERO downtime incidents across all markets, ensuring uninterrupted monetization and a stable player experience.



# PRODUCT STACK

- **Game Hub Builder**  
for rapid content deployment and personalization
- **LiveOps Builder**  
for programmatic offers creation and testing
- **Loyalty & Cashback Programs**  
for retention
- **Global Merchant-of-Record Services**  
global fraud protection, taxation, cyber security, compliance and 24/7 customer support
- **Checkout 2.0**  
for seamless payments flow and high success rates

**Visit Critical Strike Hub**



"Aghanim didn't just replace our webshop, it rebuilt our DTC approach into a real growth engine. Faster returns, cleaner operations, and materially more revenue. And it wasn't just lift from moving spend off-app: our per-player earnings and average check increased in a way that finally made DTC scalable."

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## GET IN TOUCH

 [contact@aghanim.com](mailto:contact@aghanim.com)

 <https://aghanim.com/>

# Thank You