

CASE STUDY

Cubic Games grew its DTC revenue share from **4% to 37%** with a player first game hub powered by loyalty and liveops mechanics.

Game



Pixel Gun 3D
Online shooter

Summary

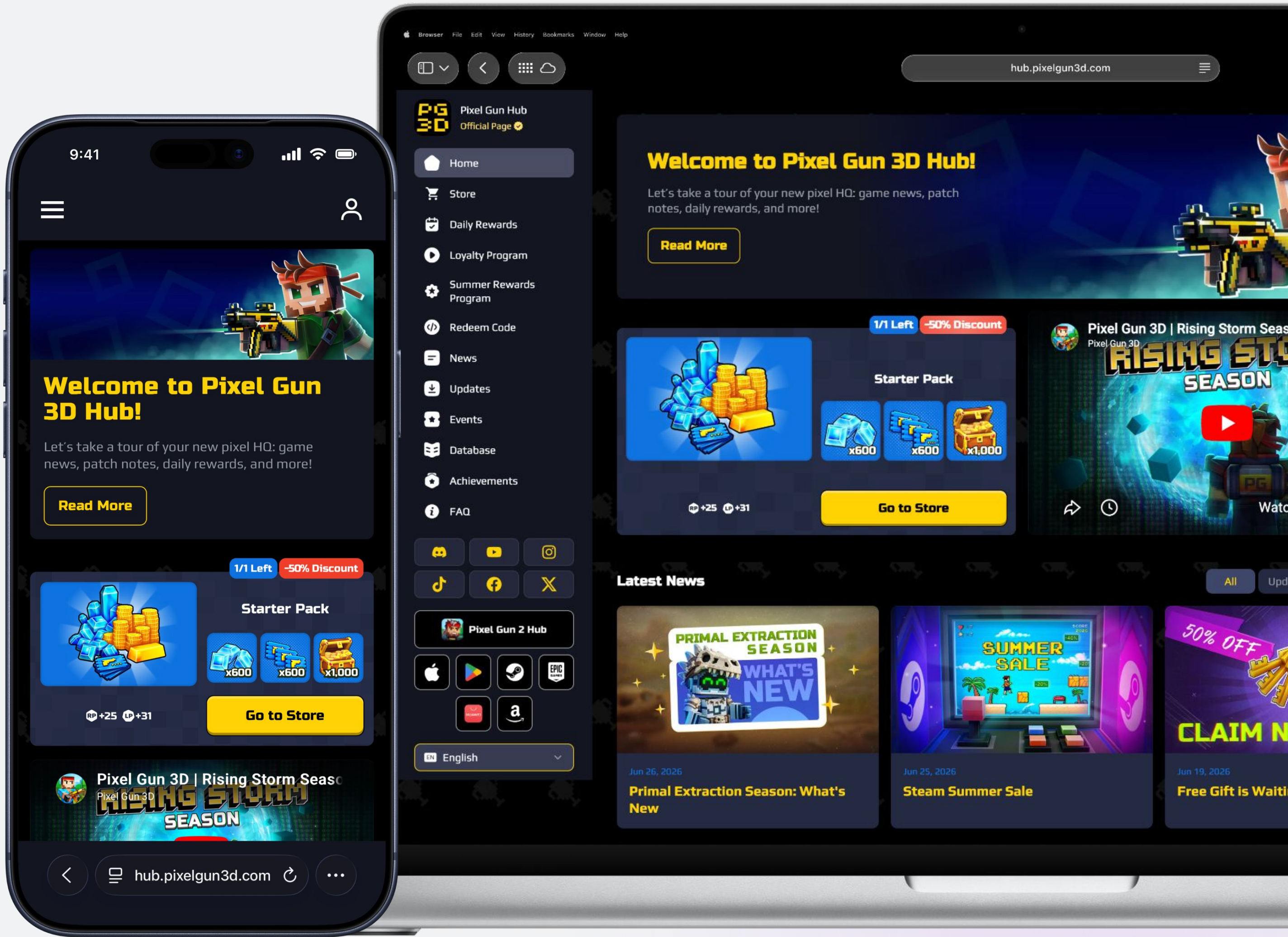
37% DTC share of total game revenue up from 4% before Aghanim

+2X Higher ARPPU on the game hub vs. in-app store

82% Game hub ARPPU growth from seasonal campaigns



Go to Pixel Gun 3D Hub!
Scan QR or open link



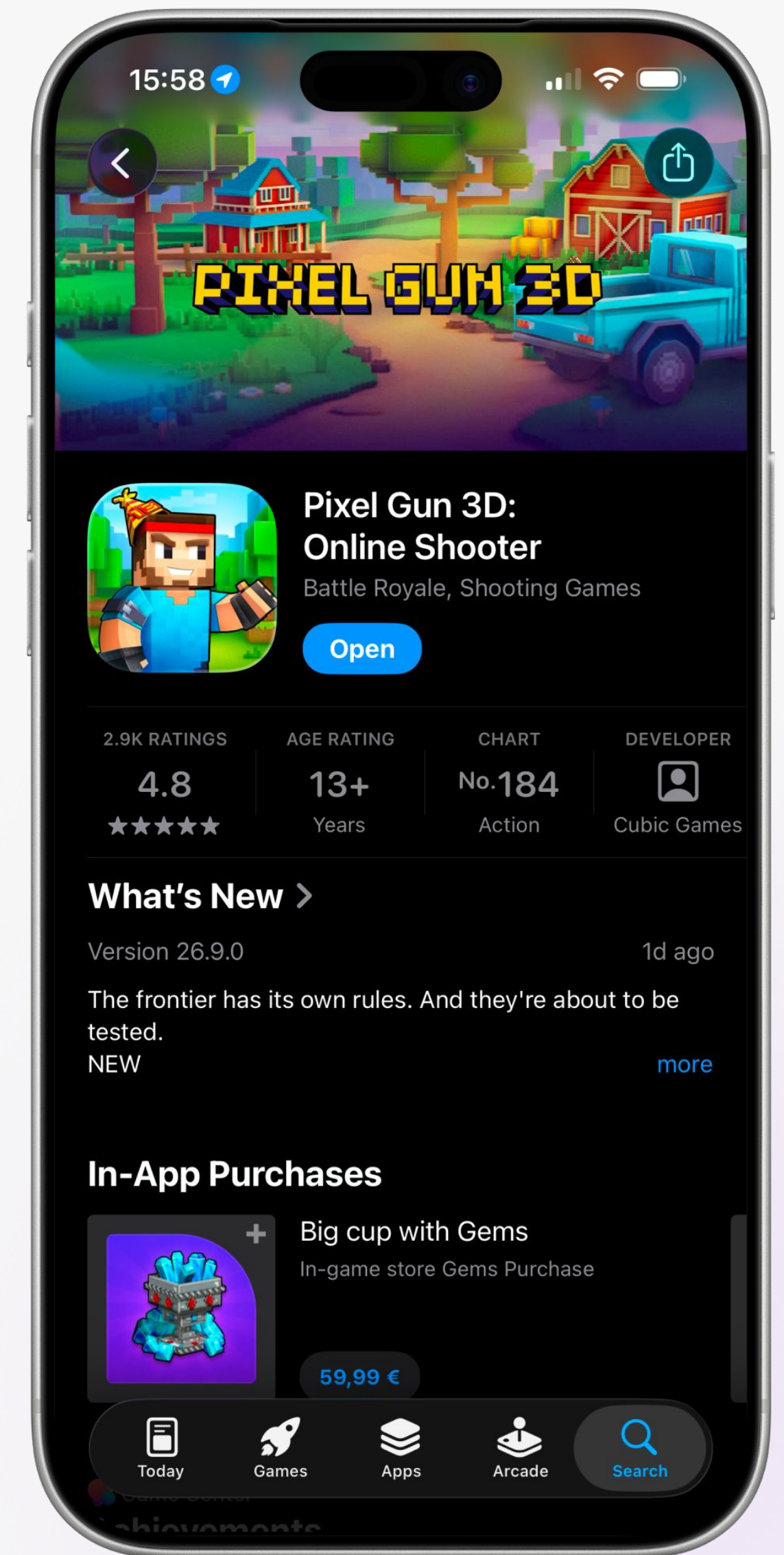
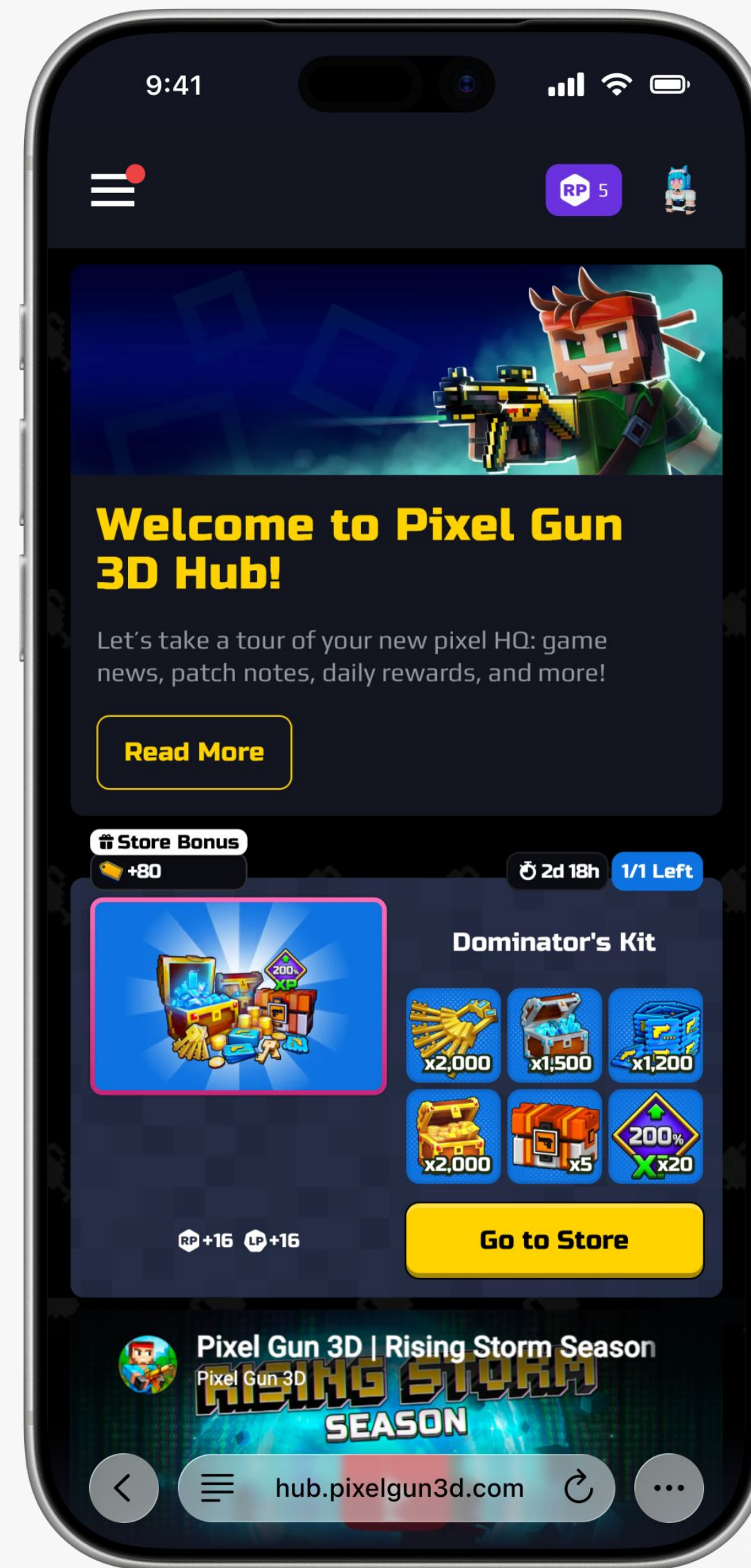
Introduction

Cubic Games is the studio behind the long-running mobile shooter Pixel Gun 3D, with over 200 million downloads and 2+ million monthly players across mobile and PC. Part of the GDEV group, the company is based in Armenia and Cyprus with a team of 140+.

Before Aghanim, Pixel Gun 3D's previous webshop generated roughly 4% of revenue, an established channel that had yet to become a meaningful revenue contributor.

After launching the Pixel Gun 3D game hub with Aghanim, DTC revenue tripled within 30 days, growing from 4% to 37% of revenue.

Leaderboards, news, lore, personalized catalogs, and loyalty mechanics gave players more reasons to return, increasing repeat visits and conversion.



Challenges



Limited DTC Contribution

Despite having a previous webshop, Cubic Games saw it account for only 4% of total revenue.



Disconnected Player Experience

The DTC channel was disconnected from the game. Cubic needed a player aware game hub powered by behavioral and segment data.



Slow Liveops Execution

Publishing and updating custom offers required external support, slowing liveops execution.



Friction In The DTC Journey

Platform policies limited direct paths to the studio's webshop, adding friction to the player journey.



Limited Reasons To Return

Cubic Games wanted to go beyond transactions and build a recurring community and metagame experience.

Solution



Flexible, Integrated Game Hub

Built on metagame mechanics with direct links from the game and automatic player authentication.



Faster Liveops Execution

Liveops campaigns keep the game hub aligned with in-game events.



Loyalty-driven Engagement

Tiered Player Passes and Daily Bonuses re-engage players at key moments and reward continued engagement and direct purchases.



Creator Program Infrastructure

Enables Cubic to activate creators across streams and campaigns, with Aghanim supporting onboarding and payouts.



Engagement-driven Rewards

Built in wiki hosts lore; Achievements and reward milestones can even recognize activities such as reading game lore.

Product stack

Game Hub Builder

For rapid content deployment and personalization

Checkout 2.0

Seamless payment flow & success rates

LiveOps Builder

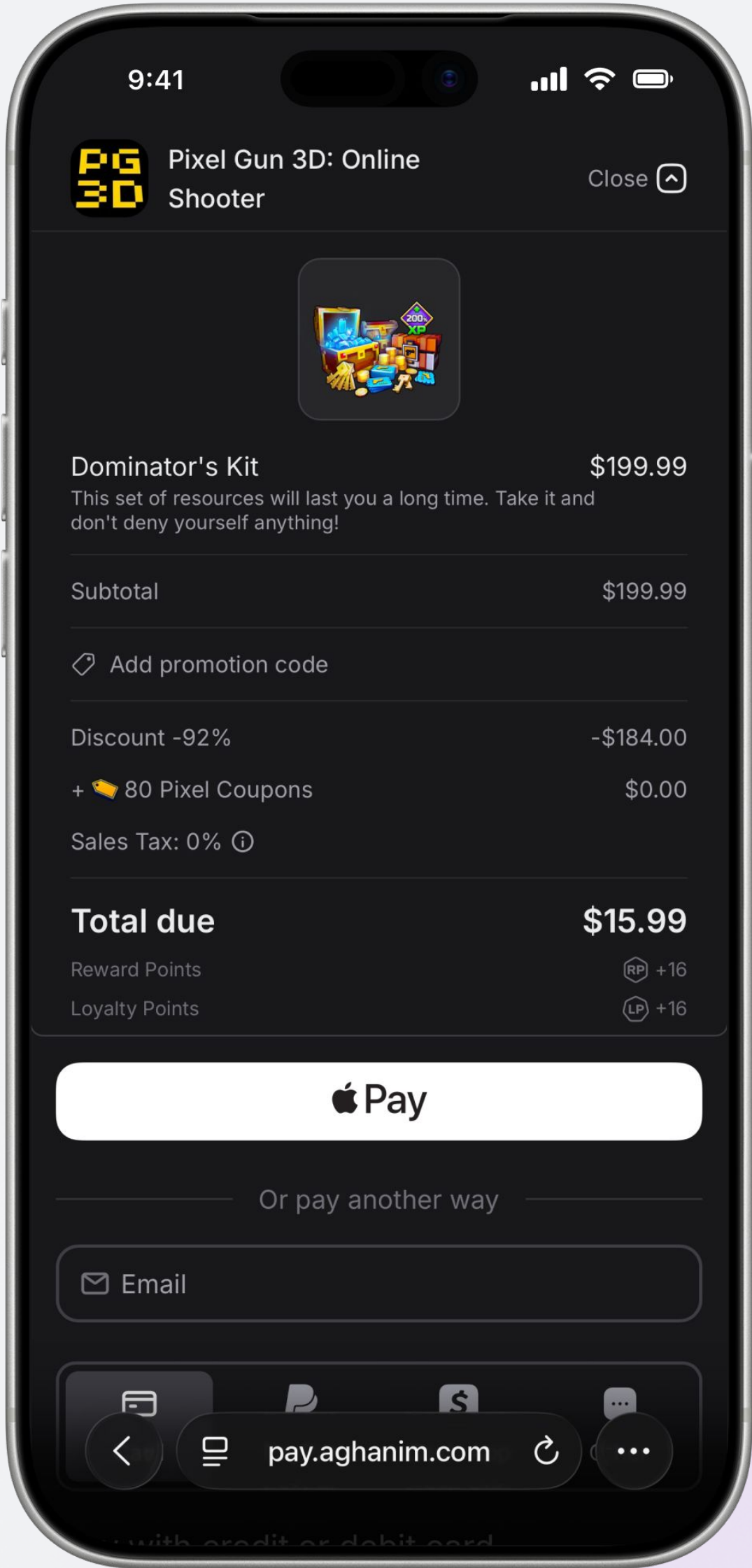
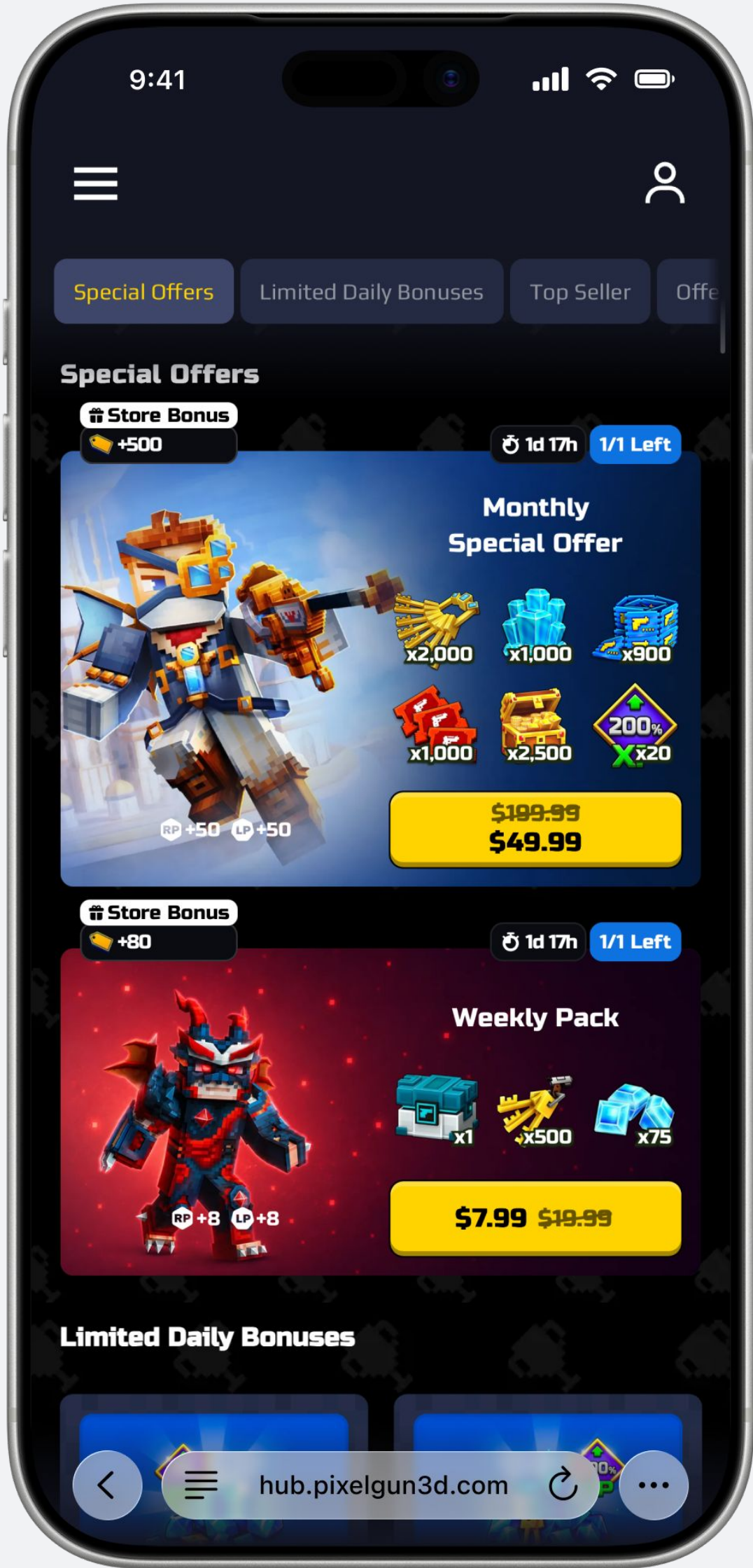
For programmatic offer creation and testing

Global Merchant-of-Record Services

Fraud protection, taxation, compliance and support

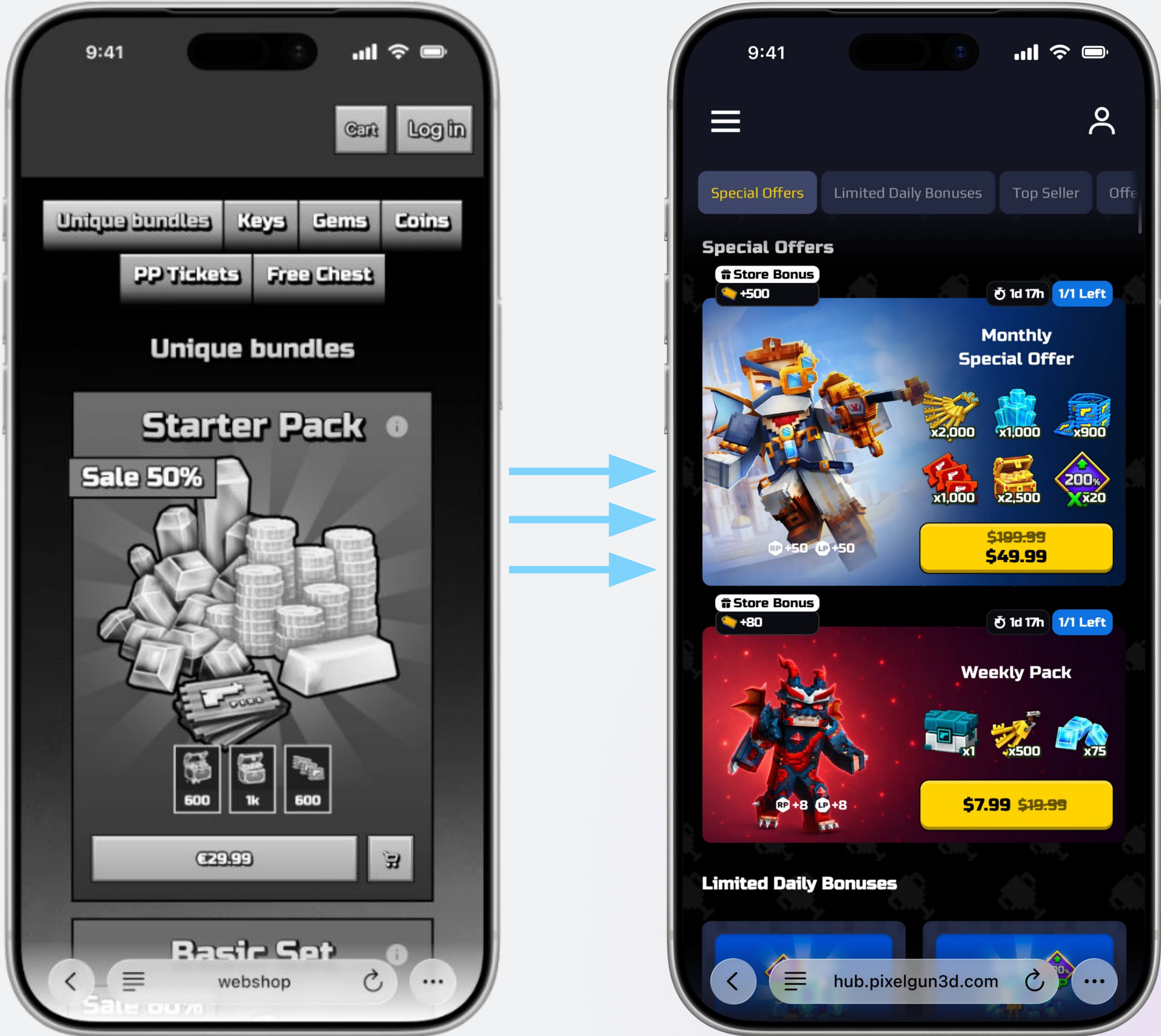
Loyalty Programs

For high retention and repeat purchases



From transactions to player engagement

Now the game hub feels like an extension of the game, giving players more reasons to return through content, rewards and relevant offers.

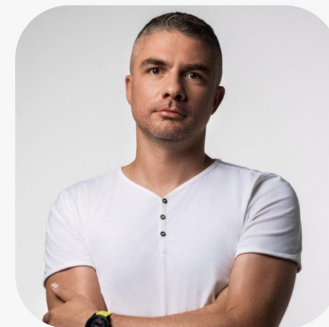


Why Aghanim

We'd run a webshop before, but it never moved past a few percent of revenue — it just wasn't built to keep up with how fast we wanted to test things.

Aghanim gave us a hub that's simple to operate, that's become a real gathering point for our game community, and that's had a meaningful impact on the studio's key financial metrics.

The partnership feels less like a vendor relationship and more like an extension of our own team.



Dmitry Amroyan
CEO of Cubic Games

DTC infrastructure for video games

Get in touch

aghanim.com | contact@aghanim.com