

MARCH 2025

CASE STUDY

Aghanim powered game hub outperformed previously maintained webshop by 1000% in just 1 month.



SUMMARY

10x

Increase in financial performance compared to webshop

15%

Of total game revenue was generated through the web-based game hub from Month 1

2.5x

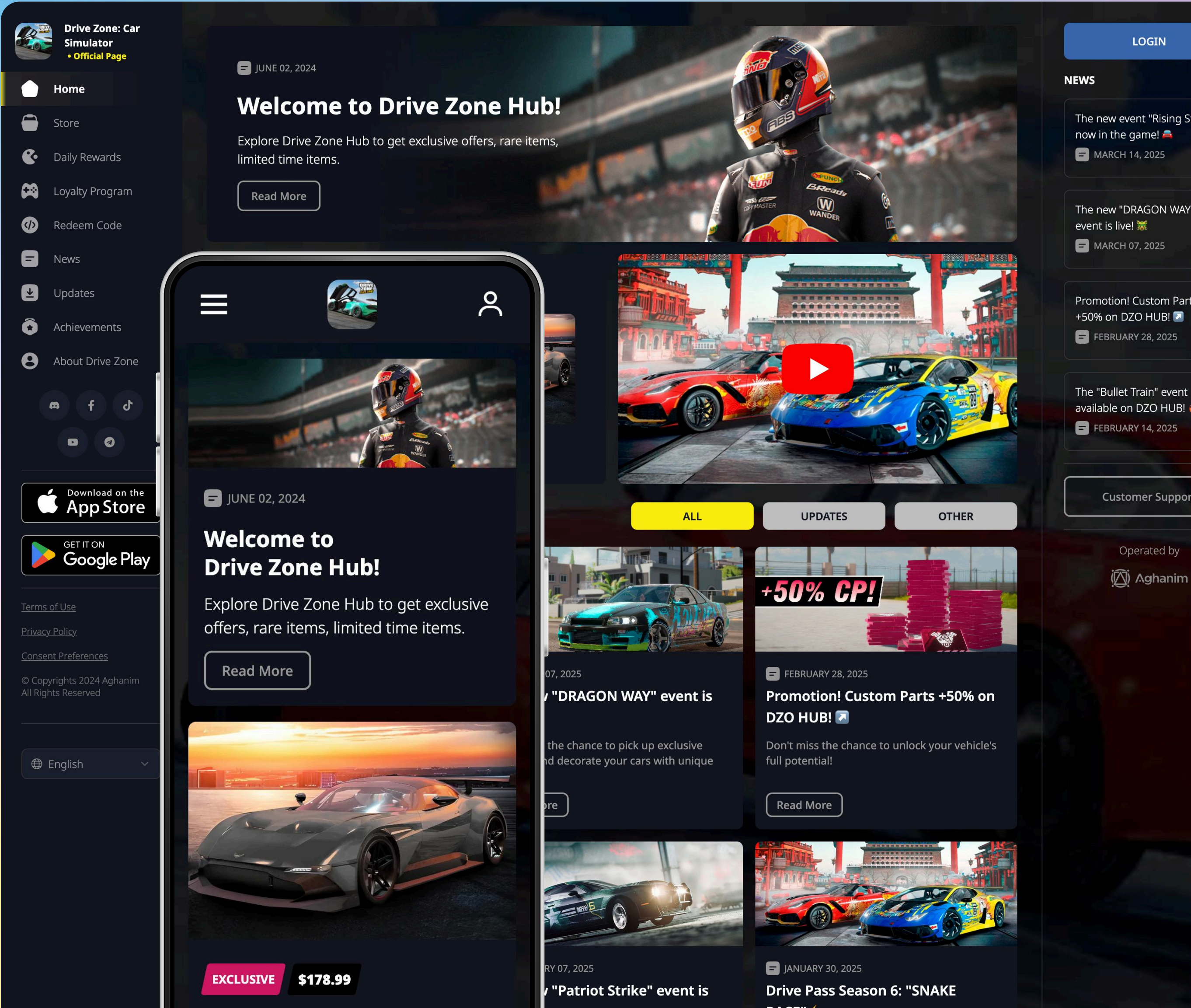
Better website load time compared to webshop

7 days

Technical integration was completed in less than 7 days

4 weeks

Jet Games completed self-serve integration and launched their game hub in just 4 weeks



INTRODUCTION

Jet Games, an international mobile gaming studio, is dedicated to developing ambitious, high-quality mid-core titles.

With this emerging project, which had previously struggled with ineffective solutions, we encountered a player base that needed both the motivation to engage with the game hub as well as a willingness to adopt new habits.

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THE CHALLENGE

SHRINKING NET REVENUE

30% platform fees, growing user acquisition costs and government taxes leave studios with constantly decreasing revenues which could be reinvested back into game growth.

WEBSHOP DIDN'T WORK

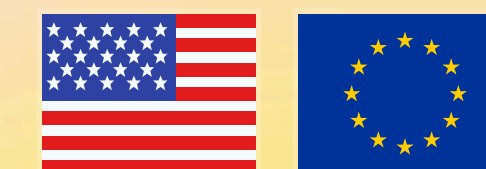
The previous webshop solution failed to deliver meaningful results, making further investment in its operation unjustifiable.

CANNIBALIZED DISTRIBUTION COSTS

Enabling alternative payment methods for high-spending players gradually eroded net revenue, as they shifted from cost-efficient credit cards to expensive digital wallets promoted by the former webshop provider.

TARGET MARKET

USA / EUROPE



AGHANIM & JET GAMES CASE STUDY

PROBLEM

Drive Zone is a fast-growing, successful mobile game that faced high fees and slow payout terms from first-party platforms, restricting its growth speed and ROI.

ROMI AND NET REVENUE

How can we improve user acquisition and profit margin by encouraging daily game hub visits and DTC purchases?

SOLUTION

High loyalty rates and subsequent net revenue increases were achieved through implementing some of Aghanim's most effective platform features.

News & Daily Rewards

Exclusive content, available only on the game hub, drew players in from every platform.

Personalized Liveops

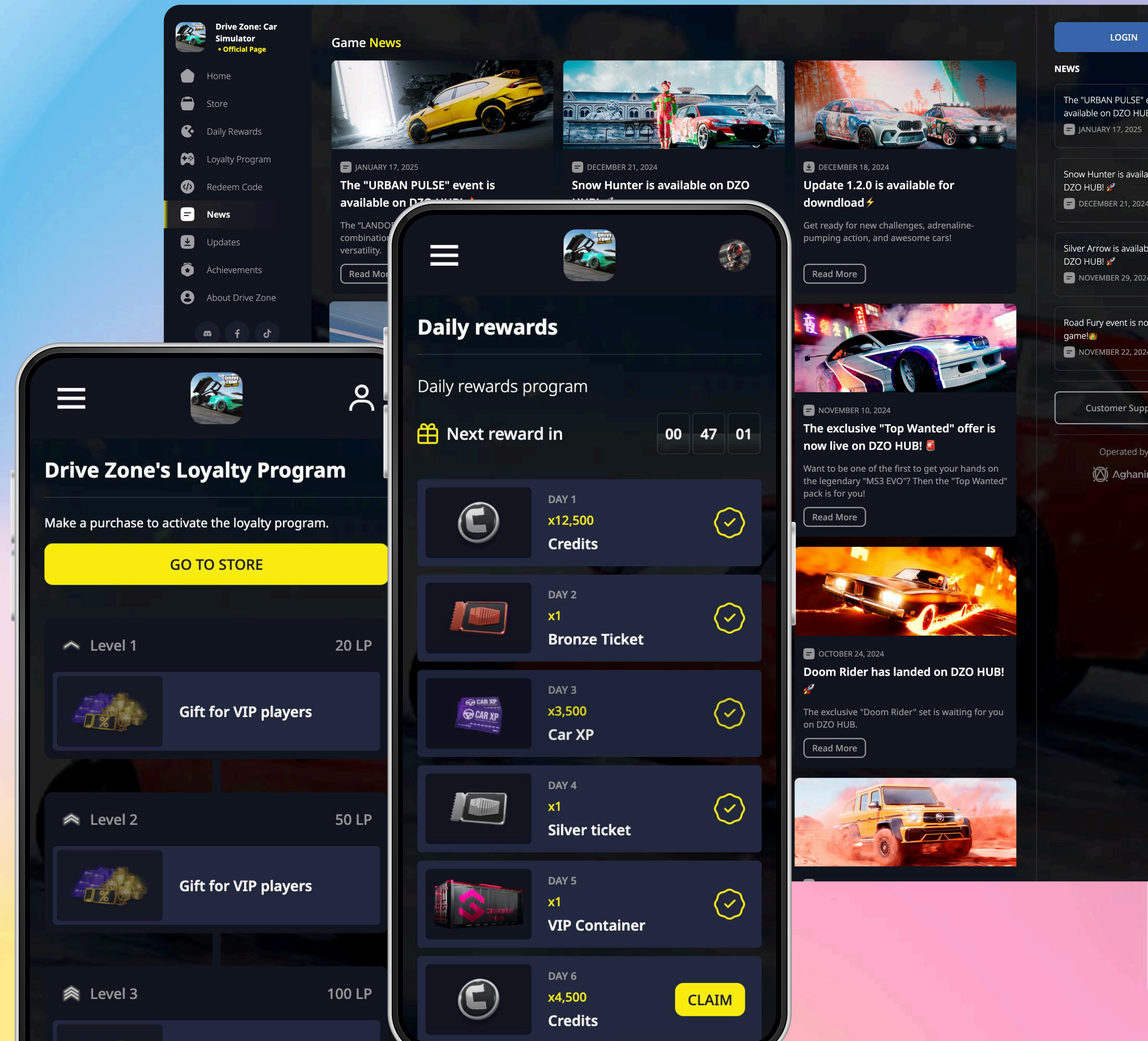
Live ops campaigns, triggered by a variety of on-hub events, (including player login or abandoned cart), were designed to upsell users with offers tailored around player profiles.

Loyalty Program & Cashback

Loyalty points and cashback rewards were granted for every purchase, encouraging repeat transactions and offering bonuses as players progressed.

RESULT

- A comprehensive Daily Reward program that spanned 35+ days with regular high-value updates attracted players to the game hub
- A Loyalty Program with tiered benefits kept the game hub top of mind when it came to bigger purchases
- Cashback rewards incentivized players to come back to the game hub and spend more



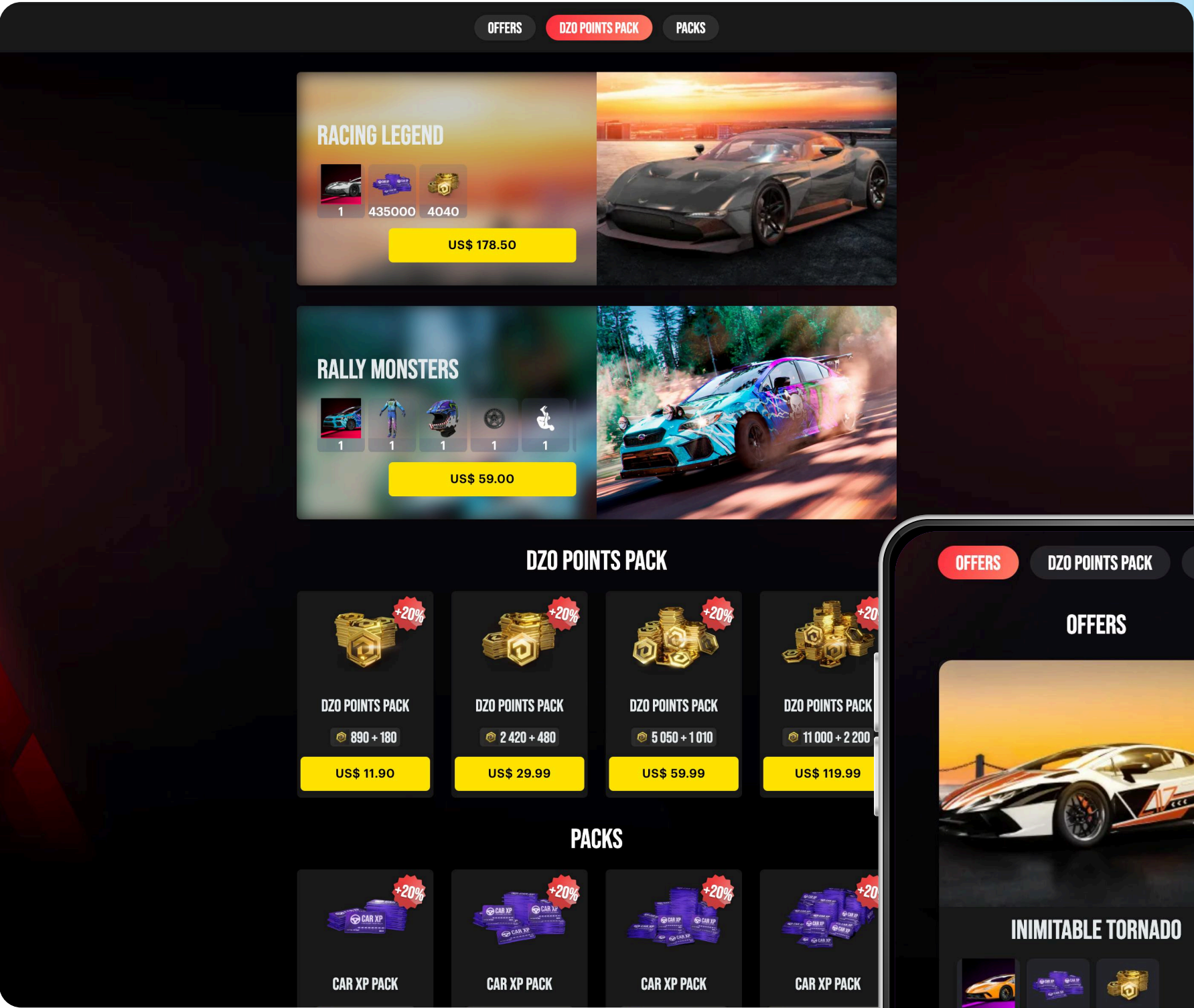
DEEPLINK FROM THE APP

A game lobby button directing players to hub content, news, and daily rewards boosted discovery and drove high engagement rates—all without additional marketing efforts.

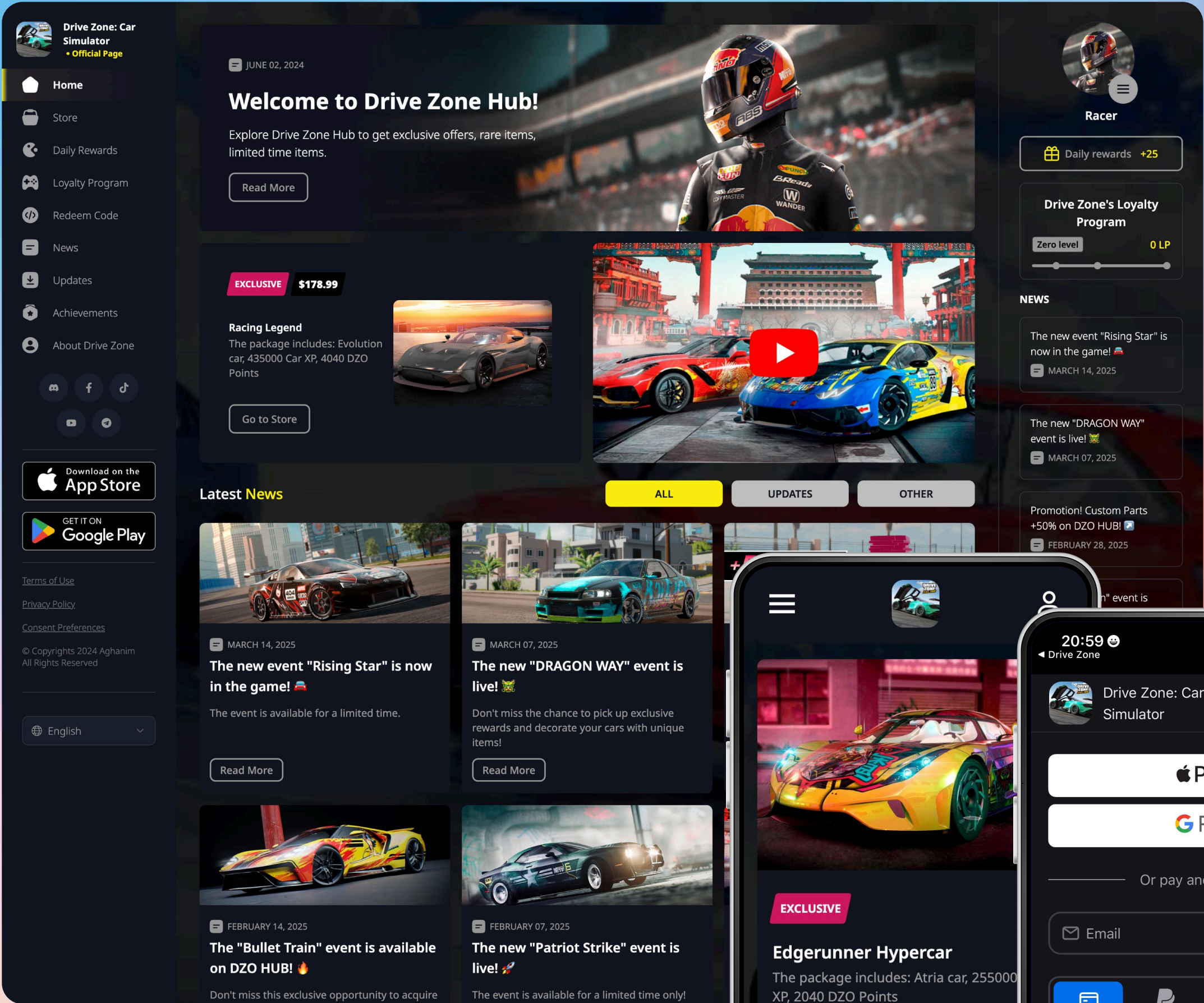
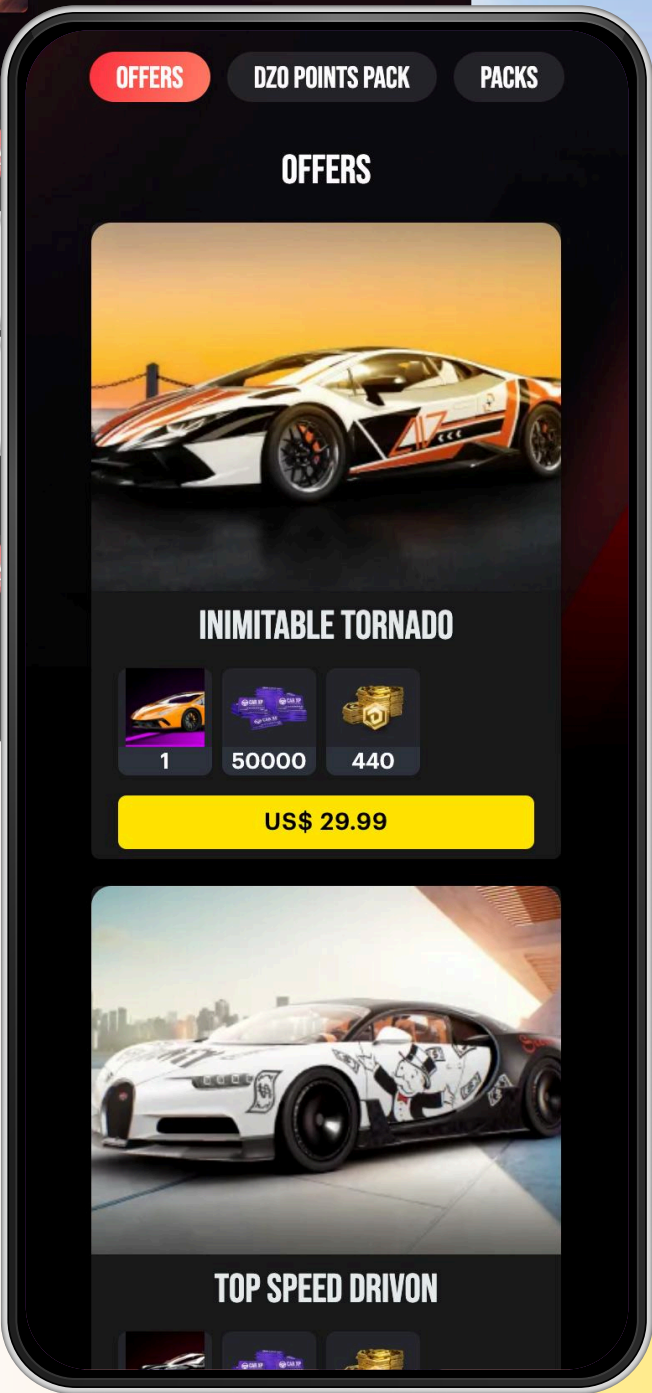


COMPARISON

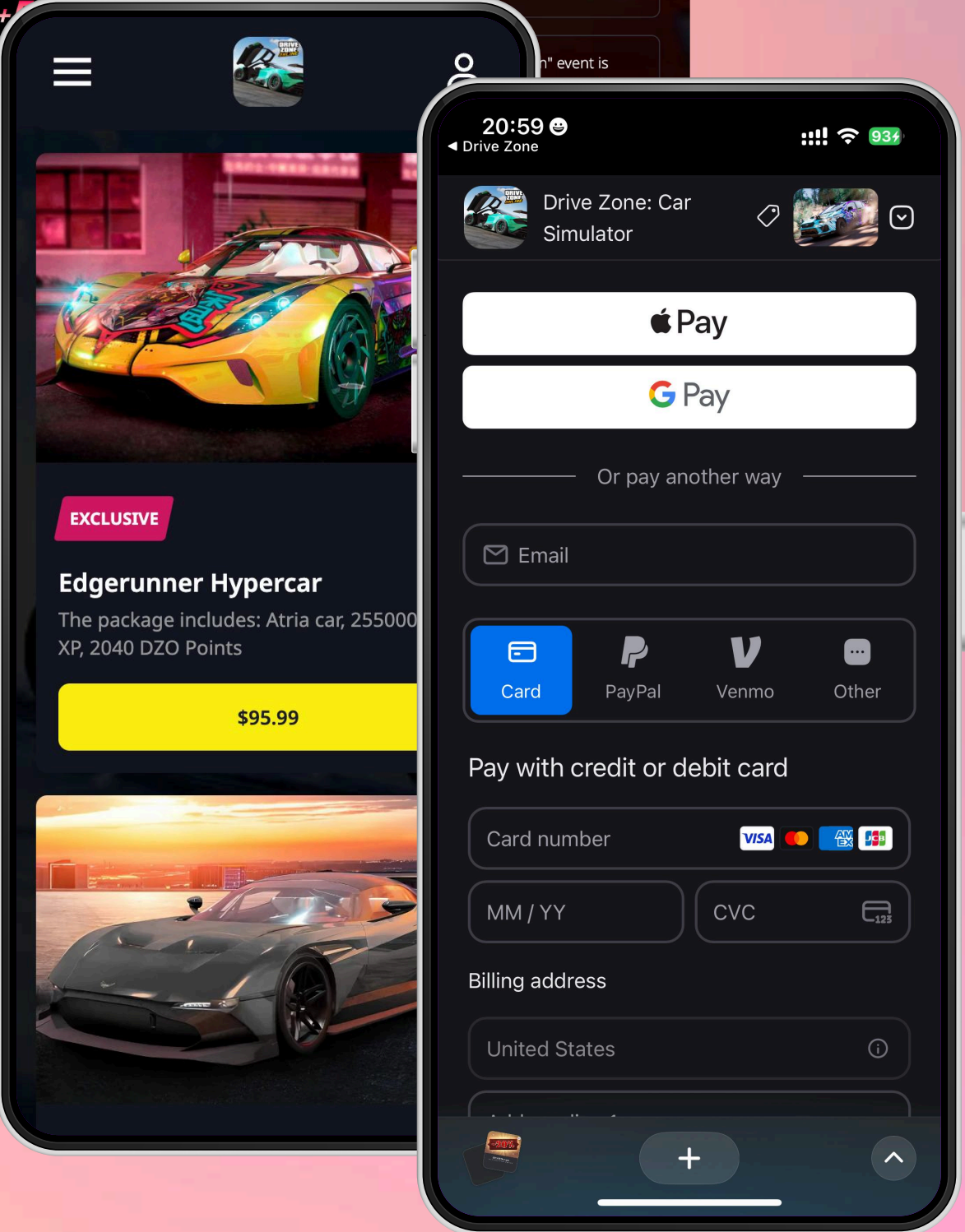
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PREVIOUS WEBSHOP
<https://dzo-store.com/>



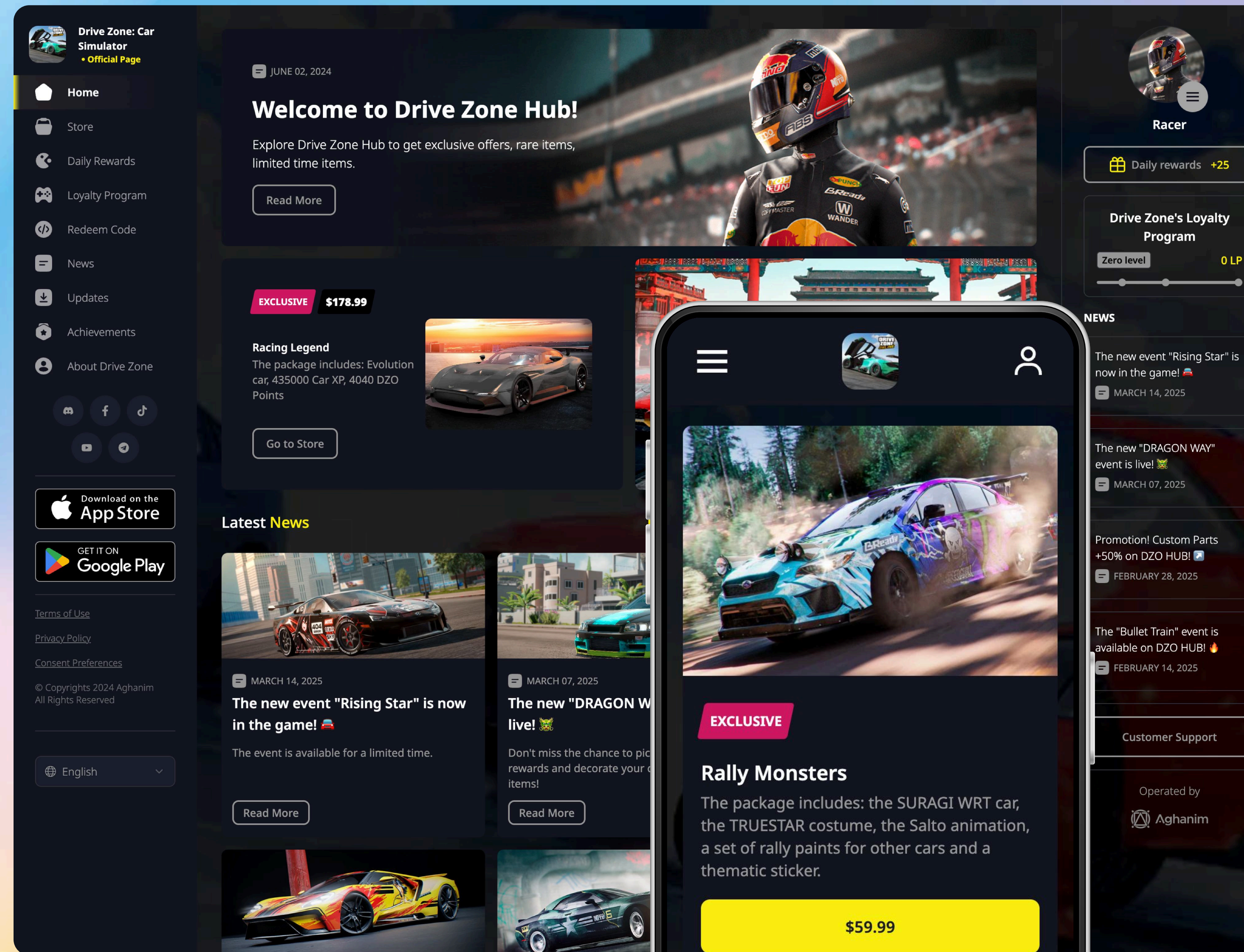
NEW GAME HUB
<https://dzo-hub.com/>



PRODUCTS USED

- Rich multimedia content like news, events, updates paired with regularly reviewed patch notes and new video content powered by Game Hub Builder
- Engagement toolset: Daily Rewards, Loyalty Program, Cashback Rewards
- Highly personalized monetization offers powered by the LiveOps Builder

[Visit Drive Zone Online Game Hub](#)



“Webshops are stuck in the Stone Age compared to Aghanim's game hubs”

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GET IN TOUCH

 contact@aghanim.com

 <https://aghanim.com/>

Thank You