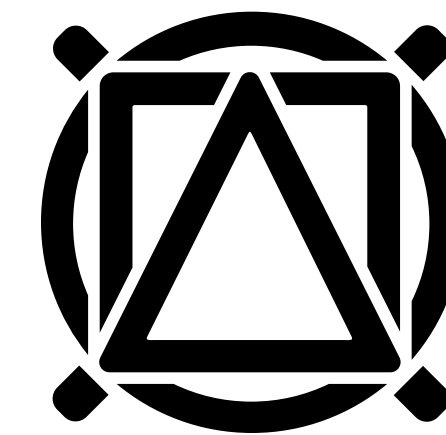


MAY 2026

CASE STUDY

By launching with a DTC first mindset, Hero Rush built a more resilient, controlled, and scalable monetization ecosystem



Aghanim

SUMMARY

24%

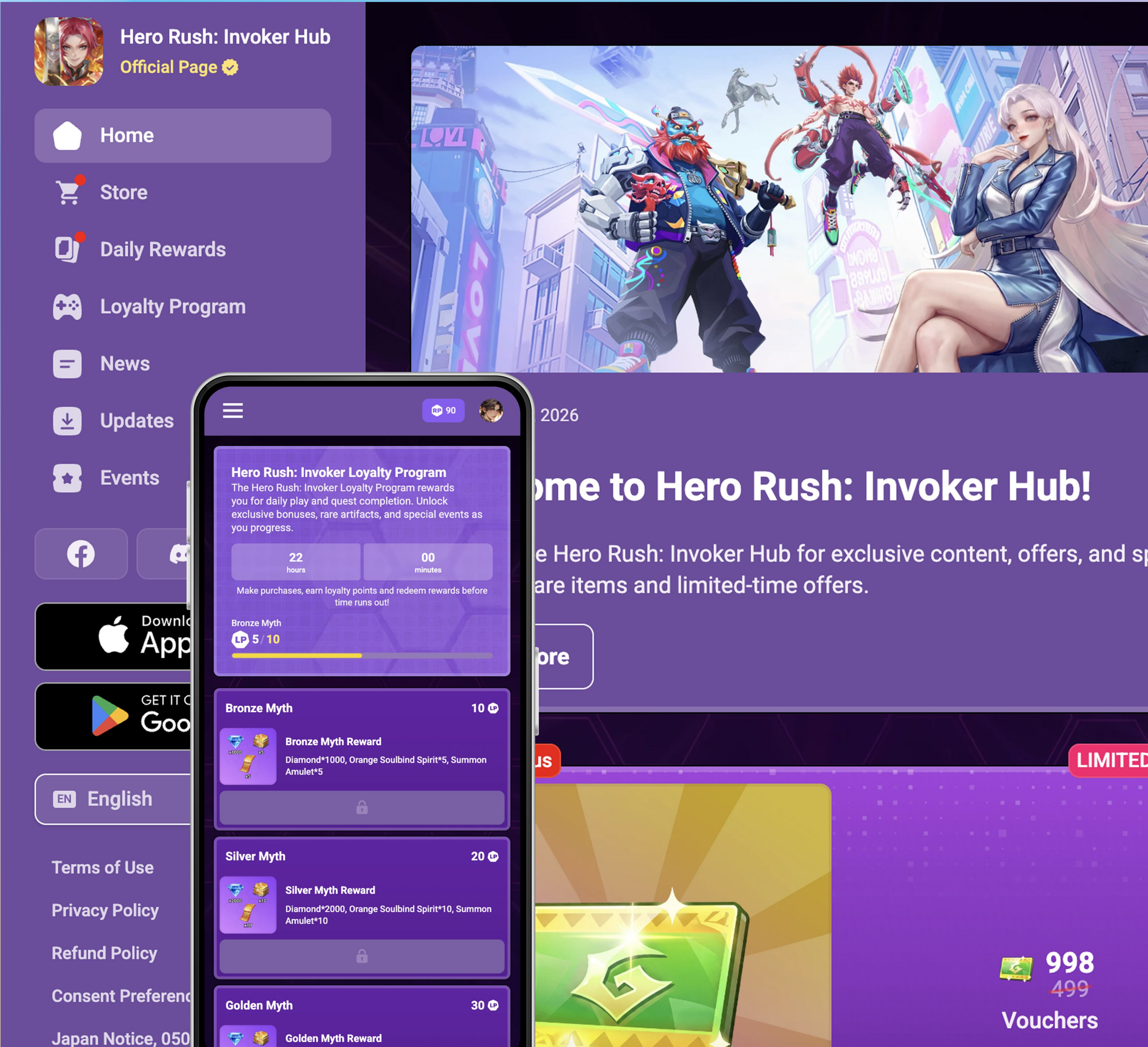
Off-app revenue in Week 1

100%

Uninterrupted revenue flow independent of platform constraints

46%

Average off-app revenue share over three months



INTRODUCTION

At launch, UNI-STAR took a fundamentally different approach to monetization by prioritizing a Direct-to-Consumer (DTC) ecosystem from day one. Instead of relying solely on traditional app store purchases, the team introduced a fully integrated game hub alongside the game's release, enabling direct engagement, segmentation, and checkout.

This early strategic shift not only unlocked new revenue streams but also provided long term resilience against platform risk.

THE CHALLENGE

LIMITED WEBSHOPS COVERAGE

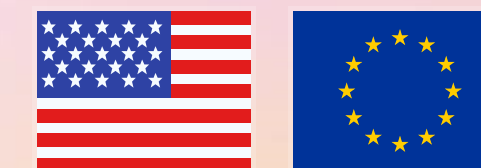
Historically, webshops have delivered limited reach, effectively serving only a narrow segment of players.

LIVEOPS FLEXIBILITY

The studio operates games with early-stage monetization and needs to quickly adjust its DTC tactics without additional developer effort.

TARGET MARKET

USA / EUROPE



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.

Platform Compliant Entry

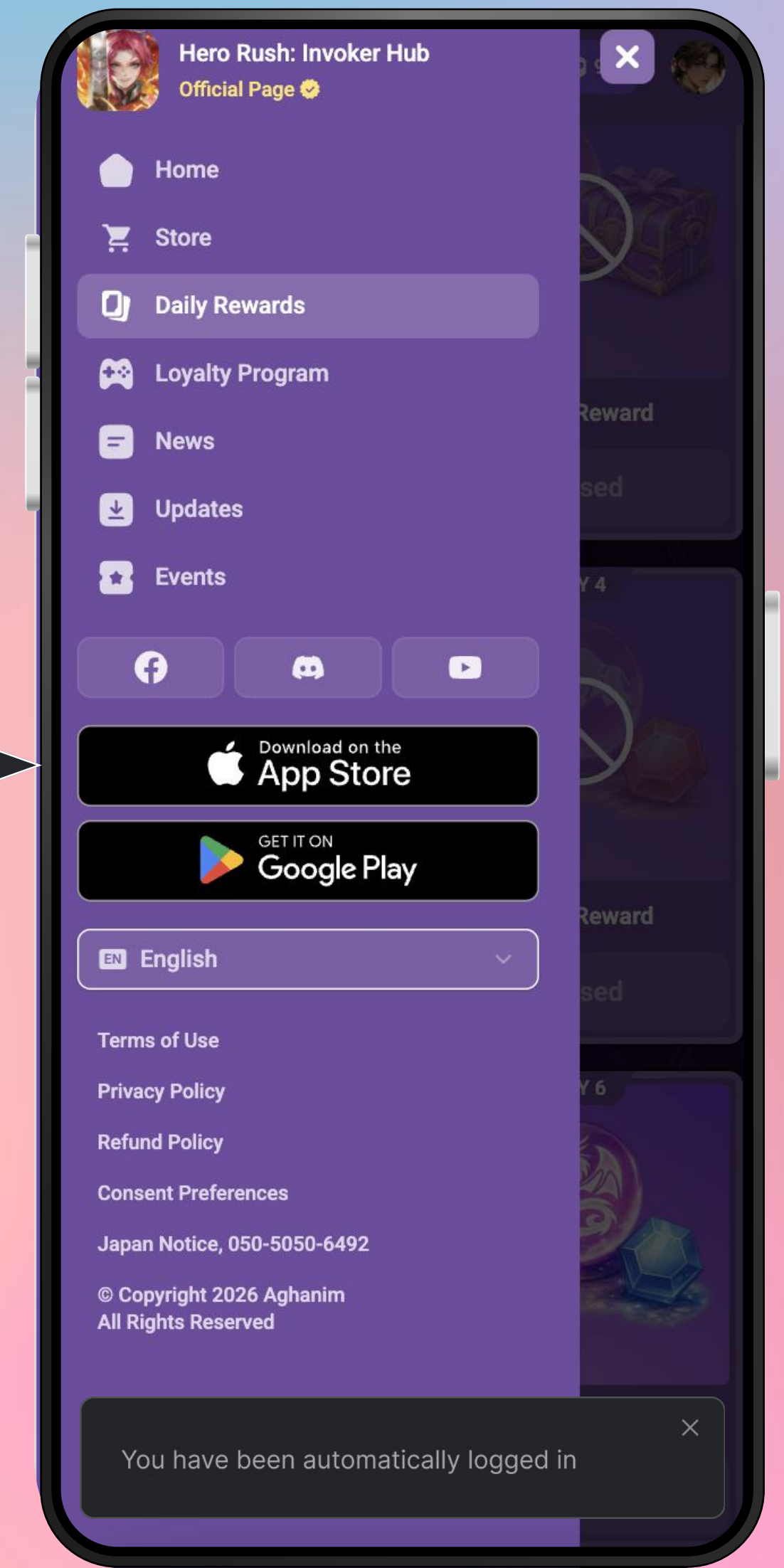
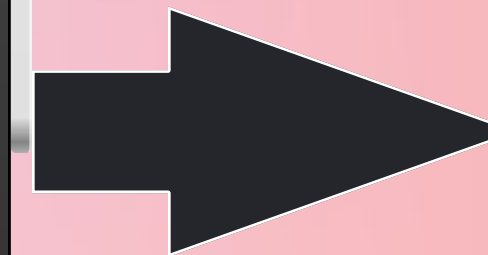
Native top-up entry points designed in strict adherence to platform policies, ensuring zero regulatory risks.

Loyalty Program & Cashback

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

DEEPLINK FROM THE APP

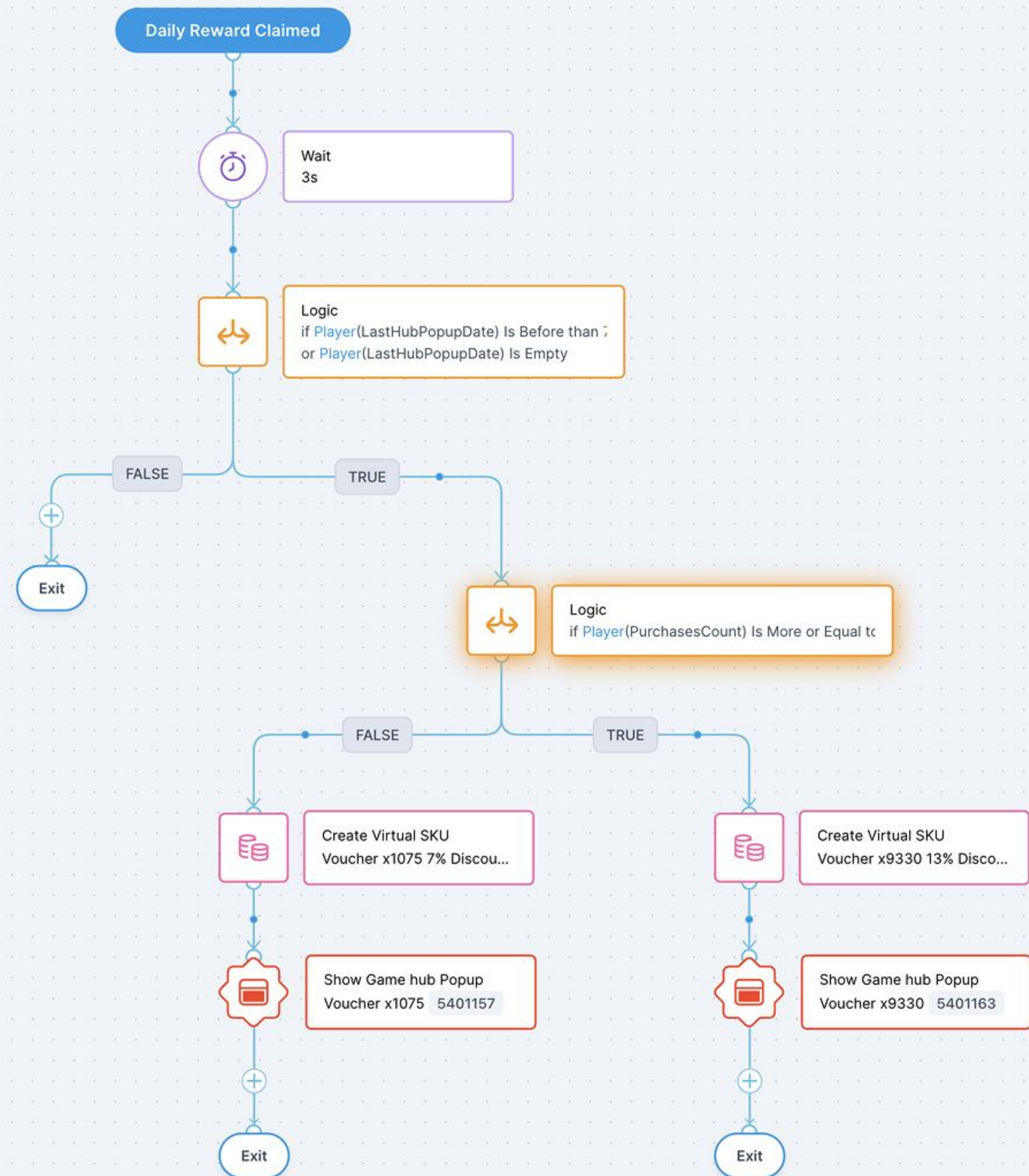
Embedding access to the game hub into the core game loop routed players to exclusive content and rewards, creating a seamless cross-channel retention engine.



PRODUCTS USED

- Rich multimedia content, such as 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 Hero Rush Hub](#)



“Launching with a DTC first mindset fundamentally changed how we think about monetization. Within the first week, nearly a quarter of our revenue was already off-app — but more importantly, we built a system we fully control.”

Tan Yu

Overseas Publishing Lead | UNI-STAR

GET IN TOUCH



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<https://aghanim.com/>

Thank You