

Unlocking Growth: Fingersoft's Rapid Marketing Decisions with Actionable Insights by INCRMNTAL



FINGER
SOFT



Value Unlocked

Actionable
insights
delivered
directly to
the user

1

Integrating
incrementality into
daily marketing
operations

2

Making informed
decisions to reduce
costs and increase
efficiencies

3

■ Introduction

Fingersoft is a leading gaming company founded in 2012. With two star titles Hill Climb Racing and Hill Climb Racing 2, the company quickly became one of the largest game developers and publishers in Finland.

Fun fact: Fingersoft is one of the most northern game studios in the world, chilling out just 170 km south of the Arctic Circle.



■ Challenge

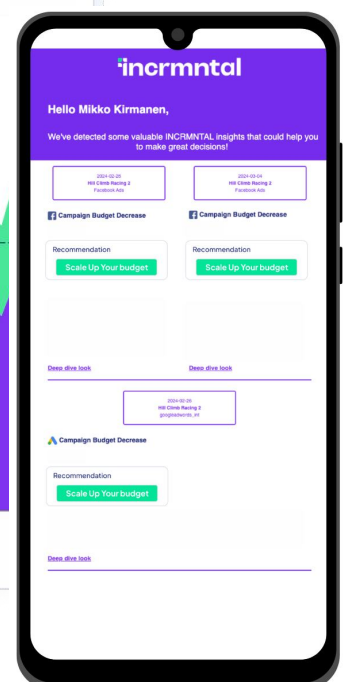
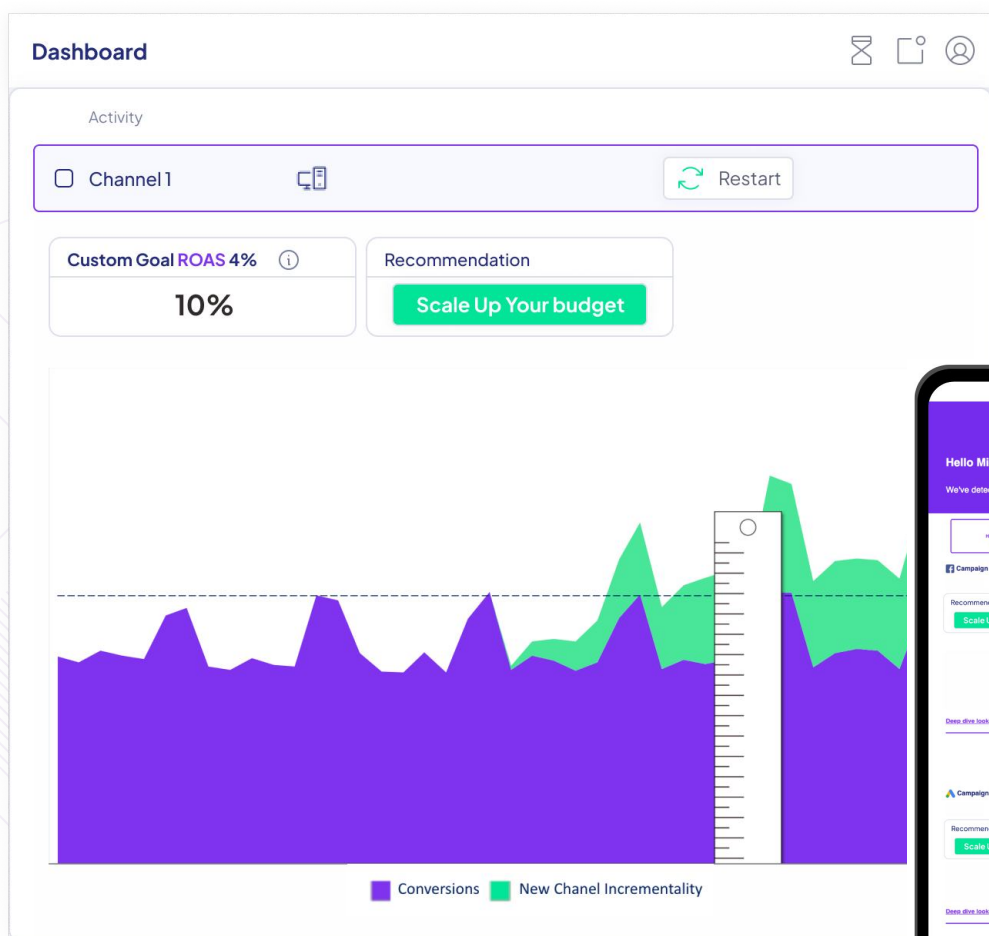
As a game studio implementing numerous marketing changes daily, it can be difficult to differentiate what's truly "moving the needle" in the marketing puzzle, and what really impacts marketing effectiveness and drives market level performance.

In recent years, particularly with privacy changes affecting the mobile-games industry as a whole, and limitations on measurement capabilities with iOS, it has become increasingly challenging to identify the factors affecting the top line and campaign level KPIs. This difficulty hinders the ability to make informed decisions on marketing budget allocation.

Solution

Actionable Insights is the recommendation engine powered by INCRMNTAL. With our advanced AI algorithms, actionable insights are automatically generated, sent to the user's inbox and displayed on the main dashboard.

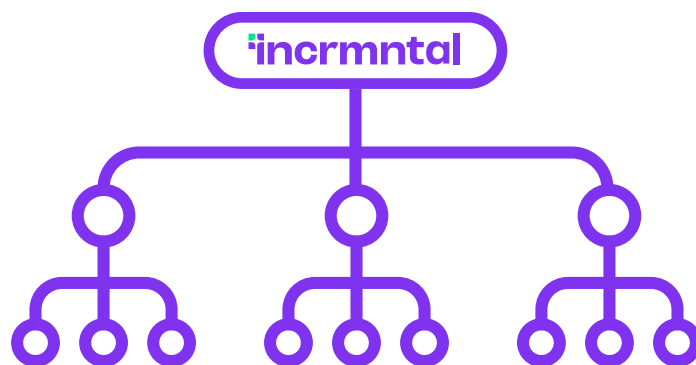
Fingersoft leveraged Actionable Insights to take immediate action, identifying opportunities and eliminating any guesswork. Fingersoft was able to identify which campaigns and channels to scale and which to reduce or close. All this without having to rely on inaccurate attribution data, experiments or MMM testing which could take weeks to validate, the immediate nature of Actionable Insights allowed Fingersoft to measure instantly and make decisions swiftly. The process was simple. INCRMNTAL tapped directly into Fingersoft's existing market tech stack in an integration that took less than 24 hours.





INCRMNTAL's platform made my day easier, as it drives actionable insights directly to my inbox, while I still find it easy to see my overall channel contribution to the market, as well as measure any marketing change I've implemented in order to continuously improve the overall performance of our games. INCRMNTAL saves us time, and provides us with the insights we need.

Mikko Kirmanen
Director of Growth, Fingersoft



**Ready to embrace the new
paradigm of measurement?**

Go ahead and book a demo with us.

[Book a demo](#)

