

# GAME FOR SUCCESS

## CHALLENGE

In a carrier arena crowded with savings offers, how do you get your plans to connect with Hispanic audiences?

## SOLUTION

You make the right creative call with a game experience that literally let users cut bills in half. With every swipe, players rang up points and discovered how to score cheaper plans.



44.5%  
ENGAGEMENT<sup>1</sup>  
12x Benchmark

33%  
GAME COMPLETION<sup>1</sup>  
3.8x Benchmark

1.8%  
EXPANSION RATE<sup>1</sup>  
2.6x Benchmark

