

# Voodoo Case study

Facilitating the production of a large amount of video ad variations used for multivariate testing

# 0.1 Voodoo

A meteoric rise to success

# Voodoo

## A meteoric rise to success

Mobile games, for many, signal a significant frontier in gaming. We all know neighbours, family members, and friends that are addicted to mobile games, and they all contribute to shaping an ever-growing trend that benefits from a +11.6% year-on-year growth, totaling \$160 billion in 2020.

Voodoo, one of the leading tech companies creating mobile apps, develops and publishes some of the most exciting games on the market, and they have the stats to prove it:

**3.7** Billion  
Downloads worldwide

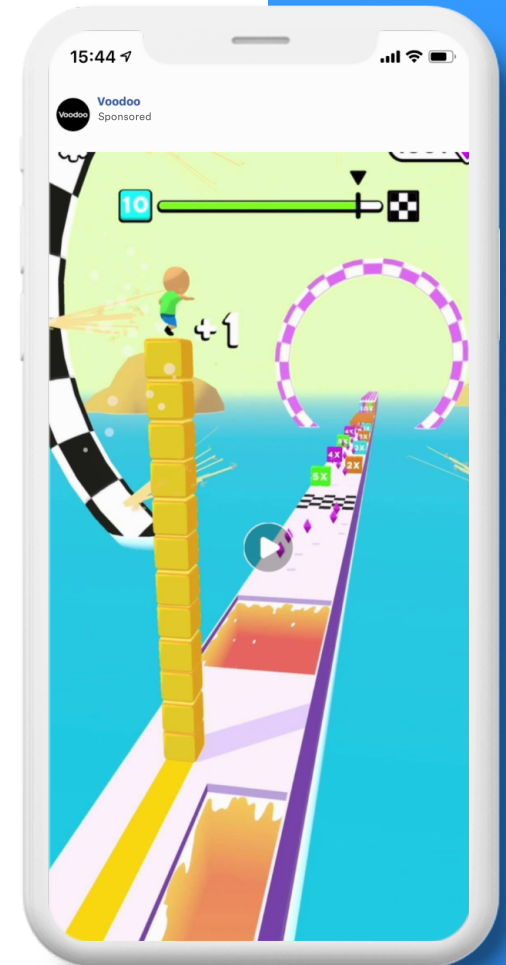
**300** Million  
Monthly active users

**150<sup>+</sup>** Games  
Available worldwide

**1-4** Monthly  
Hits launches

In just a few short years, Voodoo has published a string of hyper-casual hits which consistently reach the Top 20 in the App Store charts since 2016. This meteoric rise to success is so profound in the mobile gaming space that it nearly makes the name Voodoo synonymous with the hyper-casual genre itself.

To keep up with fast-paced game releases, strong competition, as well as market trends & needs, the advertising team at Voodoo needs to constantly create new campaigns and fresh ads in order to respond to rival marketing strategies and appropriately meet consumer needs.



## 0.2 Main challenges

Pre-Storyteq problems



# About Voodoo's Challenges

## Pre-Storyteq problems

### Ad fatigue and fierce competition

To reach their advertising objectives geared towards customer acquisition, Voodoo needs to produce ads that are relevant to their advertising platforms, while keeping an eye on ever-changing consumer trends & expectations.

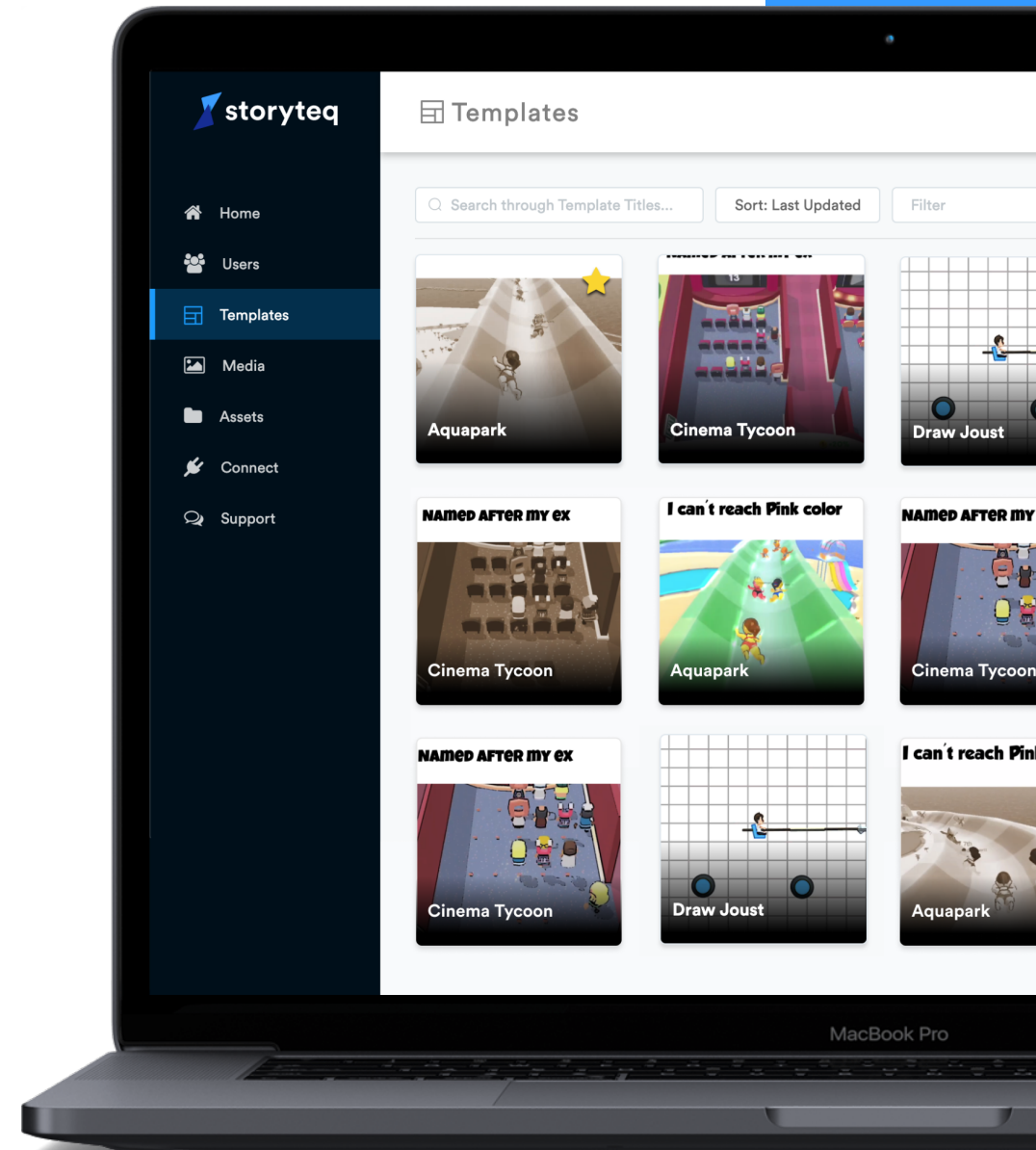
Additionally, the concept of ad fatigue – *where the audience becomes over-exposed to ads, gets bored, and eventually ignores them*– is even more relevant in such a fast-paced landscape where the competition is extremely intense. To further complicate Voodoo's challenges, the team also needs to promote many games simultaneously, which from a production standpoint can end up being very tedious.

In order to overcome these problems and extend the lifespan of their creatives, Voodoo not only has to produce brilliant ads, but they need to produce them fast.

From a creative standpoint, saving time is paramount. Sometimes, new game releases are announced only a week before release, therefore, producing a large number of creatives for AB testing is necessary in order to find the best possible combinations.



Kenjy Vanitou, UA & Monetization manager, Voodoo



# About Voodoo's Challenges

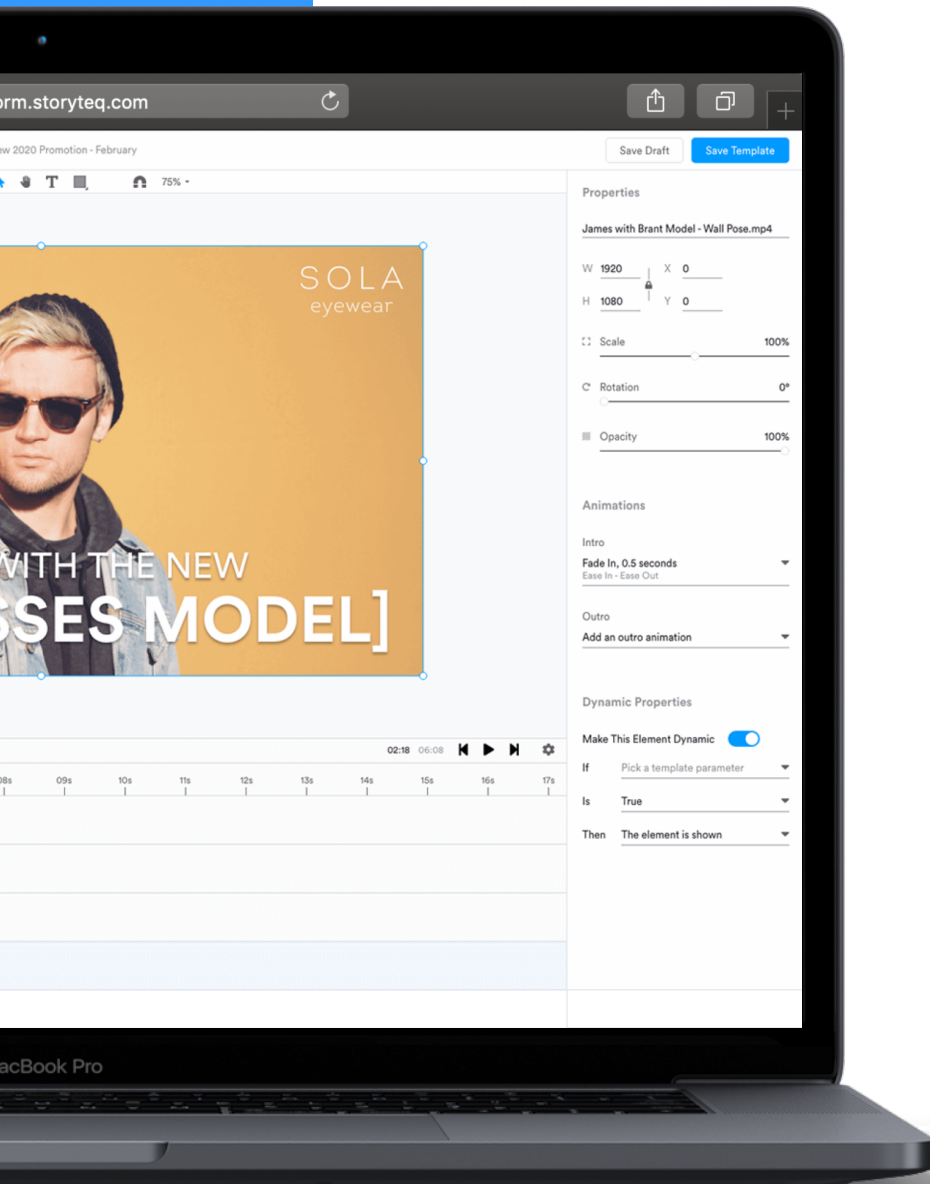
## Quality *and* Quantity

Voodoo's ad production strategy requires creating exciting ads that compel audiences to download the company's growing portfolio of blockbusters. To maximize advertising success, the Voodoo ad-team produces ads that result from extensive testing. In an industry where a simple increase in CTR of 0.1% is equivalent to ten of thousands additional conversions, the need for multivariate testing is business-critical, and the team understands that.

This means creating multiple versions of the same ad in order to test every single individual element within the video ad, ranging from using different scenes, to testing different CTAs, colors, and much more.

To reach such goals without compromising on quality while keeping the pace with the company's prolific game release schedule, Voodoo's creative teams would need either more manpower or more time.

However, Voodoo's creative team's ingenuity led them to consider another option: adding a Creative Management Platform to their marketing stack in order to scale their production without adding headcount.



# 0.3 The results

From assets to ads

The process

# The Results

## From assets to ads

With Storyteq's template-based automation, the Voodoo team eliminated production bottlenecks and shifted that energy back to creating. Here is an overview of the workflow that the ad-team at Voodoo uses on a daily basis:

### Creating an ad template from scratch or converting an existing project from Adobe AE.

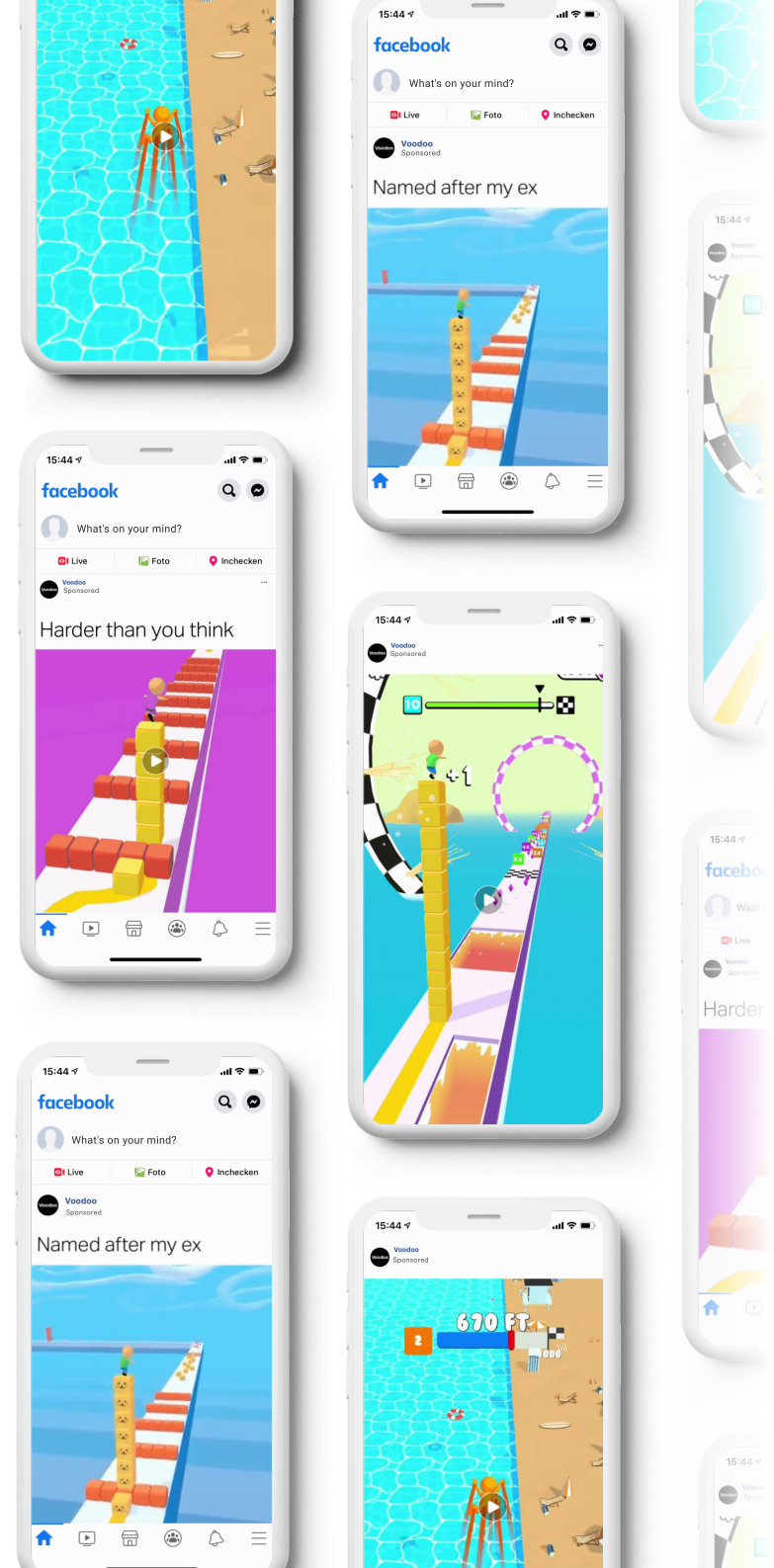
Using Storyteq's Adobe After Effects plugin, video ads can be turned into video templates where pre-selected layers become future variables, ready to be dynamically adjusted on the fly. In other words, all the selected elements within the original video ad – text, sound, video, image, or even scenes – become modular elements. Another option is to create templates directly from Storyteq's Template Builder, which was Voodoo's choice of preference.

### Using the platform to dynamically render out all the possible versions of the same base ad.

Once the template is created or imported from Adobe AE, it's easy for the team to fill in the values (Text, CTAs, etc), swap the scenes, change colors and shapes and render out all the necessary versions at once.

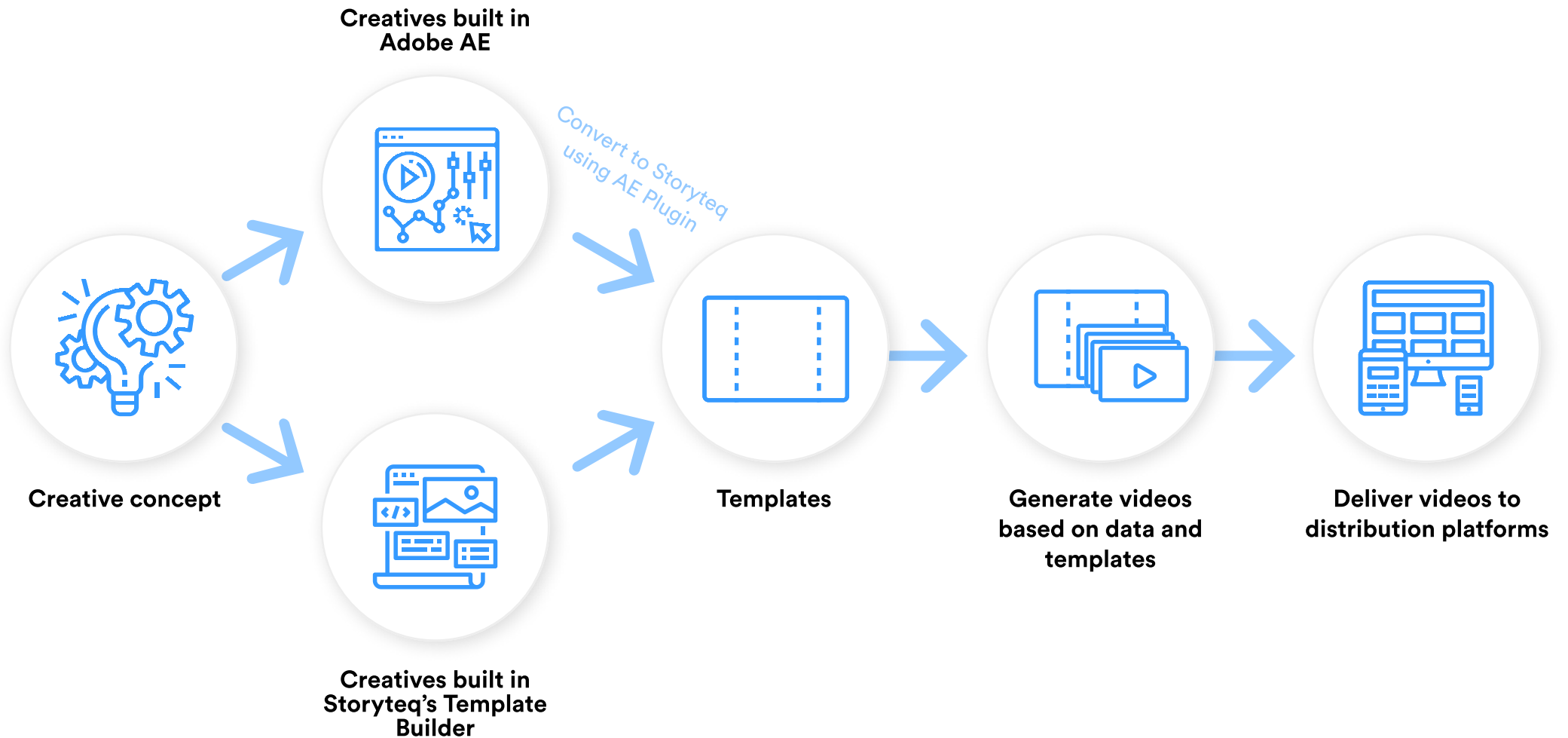
### Closing the build-measure-feedback loop.

Once the assets are generated, the team can simply push them to Facebook directly from the Storyteq platform, gather performance results, and simply move on to testing their next elements until they find the perfect combination for the best performing ad.



# The Results

## The process



## 0.4 Benefits

# Benefits



## Time saved across all board

By integrating a CMP into their workflow, Voodoo was able to save time producing all the ad versions needed for full multivariate testing - and without having to grow their team. Working with templates allows Voodoo to easily jump back into an ad template, make the appropriate changes, and render out entire new batches in minutes.



## Rendering out the videos

The seemingly simple process of rendering out a video – let alone rendering out multiple versions of a video – is a colossal waste of time because it forces the creatives to step away from their computer for valuable amounts of time. Using Storyteq to alleviate that pain, the rendering process is executed from Storyteq's cloud computing platform.

**Using Storyteq, our team was able to produce 6,000+ ad versions in three months, saving an estimated 550 days of production time.**



Rishwan Ashraf, Creative Marketing Manager at Voodoo

**Regardless of the number of videos we create, the process of rendering/outputting those videos takes little to no time. It takes only a couple of minutes to render hundreds of videos.**



Sebastien Noiret, Marketing Artist at Voodoo

# Benefits



## **DAM and cloud storage integration**

Another benefit offered by the Storyteq platform is the full integration of DAMs and other cloud storage systems used both as an input and output source, helping the team save time and keep assets organized.



## **Deleting human error through a software-assisted workflow**

Having easy access to a dashboard indexing the entire ad library helps the team ensure that no combination of elements – in other words, no specific variation – has been forgotten.

**Another feature that we value and use is the full integration of Storyteq's CMP within our workflow. Put simply, Storyteq helps us save time on every single production step, from creating assets to outputting them.**



**Rishwan Ashraf, Creative  
Marketing Manager at Voodoo**



**The Storyteq team not only provided us with the tool that we needed but also they valued and incorporated our feedback into their product development. It's been a truly enjoyable two-way communication**

**Sebastien Noiret, Marketing Artist at  
Voodoo**