SumoKhan

HanPerson is an early stage startup focused on providing compelling applications and games that leverage the social web. Their first game, SumoKhan, is a Sumo-themed social fighting game on Facebook Platform.

Objective

HanPerson aimed to launch SumoKhan and grow their user base in a cost-effective manner.

Solution

Through the Facebook Ads system, HanPerson was able to target a wider, international audience and convert them at a much lower cost than anticipated. Facebook features such as social actions, News Feed, and user profiles had a multiplying effect on their distribution, which in turn maximized their advertising ROI.

Results

SumoKhan user growth on Facebook exceeded HanPerson's initial expectations. This growth was achieved purely on the strength of Facebook advertising and Facebook's 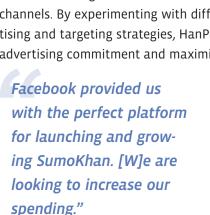distribution channels. By experimenting with different advertising and targeting strategies, HanPerson was able to gradually scale up their advertising commitment and maximize their ROI.

> **"Facebook provided us with the perfect platform for launching and growing SumoKhan. [W]e are looking to increase our spending."**
>
> — *Yong Su Kim, CEO*

- Within 3 weeks of launching, the SumoKhan user base grew from zero to over 1,500 daily active users.

- Consistent and targeted advertising resulted in an average user spending 18 minutes per day in SumoKhan.

- Geographic targeting allowed HanPerson to experiment and discover new international markets.

- By iterating and optimizing their geographic and demographic targeting, they were able to drive greater growth.