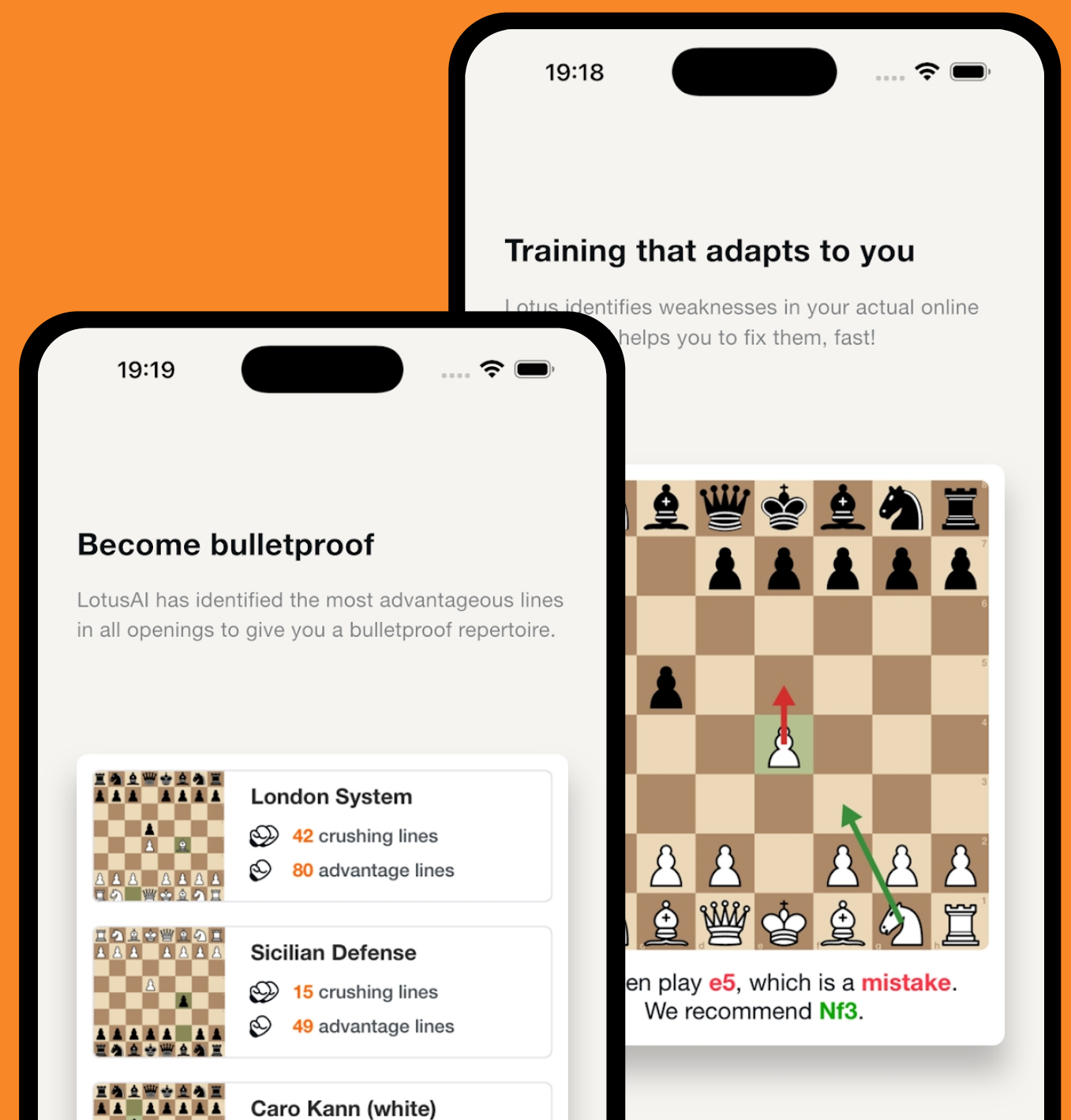
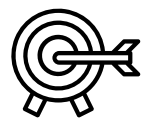


Lotus Chess— AI-Powered Chess Training App -Case Study



ABOUT THE APP

- AI-powered chess training platform designed for beginners to competitive players
- Used by 250,000+ chess learners worldwide
- Analyzes players' online games to identify strengths, weaknesses, and improvement areas
- Creates personalized opening courses based on players' real-game scenarios
- AI training system has analyzed 100M+ chess games to identify practical chess lines and strategies
- Key features include:
 - Personalized opening training
 - Detailed endgame lessons
 - 100,000+ chess puzzles
 - Game analysis
 - Personalized training recommendations
 - Offline learning



KEY MARKETING CHALLENGES

- Drive global user acquisition
- Increase quality app installs
- Acquire users through key in-app events
- Drive free trial activations
- Increase paid subscriptions
- Reach and scale across multiple international markets
- Personalize campaigns based on language and local audience behavior
- Improve conversion and revenue performance



OUR MARKETING SOLUTION

DCI implemented a multi-country, conversion-focused Meta advertising strategy designed to acquire high-value chess users.

- Launched Meta App Event campaigns across multiple international markets
- Focused campaign optimization on valuable in-app actions rather than simply maximizing installs
- Structured campaigns around the user journey:

App Install → In-App Event → Free Trial → Paid Subscription

- Created country-specific ad sets to improve audience relevance
- Developed language-specific campaigns based on target market preferences
- Adapted ad messaging and creatives for different countries and languages
- Continuously optimized campaigns based on event volume, user quality, and conversion performance
- Focused on acquiring users more likely to engage with the app and progress toward free trials and paid subscriptions



RESULTS

30K+ App Event Results

Generated through Meta App Event campaigns across targeted international markets.

60% Free Trial Conversion

60% of users progressed from the targeted app event to a free trial.

20% Subscriber Conversion

20% of users converted into paid subscribers, demonstrating strong user quality and monetization potential.

Cost Per Result

- iOS: Around USD 1.00
- Android: Around USD 0.75

36 International Markets

Successfully acquired and engaged users across multiple countries worldwide.

Markets Reached:

United Arab Emirates, Argentina, Australia, Belgium, Brazil, Canada, Switzerland, Chile, Germany, Denmark, Spain, Finland, France, United Kingdom, Hong Kong, Hungary, Ireland, Israel, Iceland, Italy, Kuwait, Luxembourg, India, Netherlands, Norway, New Zealand, Mexico, Oman, Peru, Poland, Portugal, Qatar, Saudi Arabia, Sweden, Türkiye, and United States.



KEY IMPACT

- Expanded Lotus Chess's global user acquisition
- Generated 30K+ app event results
- Achieved a 60% free trial conversion rate
- Achieved a 20% paid subscriber conversion rate
- Maintained cost per result at around USD 1.00 on iOS and USD 0.75 on Android
- Shifted focus from install volume to meaningful in-app actions
- Improved campaign relevance through language-based personalization

- Enabled precise country-level audience targeting
- Optimized paid acquisition toward measurable user actions and business outcomes
- Strengthened Lotus Chess's international growth and monetization strategy