

## The Launch of Jetpack Jinx for Tango (June 2013)



The app launched on Thursday 6th June with dedicated PR coverage and a modest preliminary marketing push from Tango.

Since then, Jetpack Jinx has literally rocketed up the app store charts to a point where it has reached the top twenty in 9 countries and is number 1 in 3 countries. Installs have increased dramatically with close to 50,000 new installs since Thursday and early signs indicating strong retention and engagement.

The news was very well received with the Tango games platform and Jetpack Jinx receiving positive coverage through a number of major technology and business publications. The standout articles include:

- Techcrunch "Mobile Messaging App Tango Debuts A Content Platform, Will Now Power The Social Layer Of Third-Party Apps & Games: <http://techcrunch.com/2013/06/06/mobile-messaging-app-tango-debuts-a-content-platform-will-now-power-the-social-layer-of-third-party-apps-games/>
- VentureBeat "Tango's plan for world dominance after 120M users: Bringing its messaging platform into mobile games" <http://venturebeat.com/2013/06/06/tangos-plan-for-world-dominance-after-hitting-120m-users-bringing-its-messaging-platform-into-mobile-games/>
- TheNextWeb "Tango launches Asia-style games platform for its 120m users, snags Gameloft as a launch partner" <http://thenextweb.com/mobile/2013/06/06/tango-launches-asia-style-games-platform-for-its-120m-users-snags-gameloft-as-launch-partner/>
- Engadget "Tango launches social platform SDK, brings its chat layer to other apps" [www.engadget.com/2013/06/06/tango-launches-social-platform-sdk](http://www.engadget.com/2013/06/06/tango-launches-social-platform-sdk)
- Pocket Gamer "Chat app Tango makes move on games with Gameloft deal" <http://www.pocketgamer.biz/r/PG.Biz/Tango+news/news.asp?c=51403>

A focused marketing push begins tomorrow with Tango sending notification messages to 5 million of their users over the next 5 days. This messaging will encourage the Tango users to play Jinx and we expect volumes to increase significantly and should then begin to secure install velocity and additional organic installs that will help increase awareness and trialling of the app.

We'll keep you posted. In the meantime, if you have an iOS device, please make sure you download and play the app and give it a stellar 5 out of 5 rating!