

CASE STUDY / exprexion MARKETS

Exprexion Unlocks Massive, Mid-Lifecycle Growth for **Zombie Waves**

CASE STUDY BY FLEXION

Flexion, the games marketing company, partnered with Fun Formula to secure a major lifecycle milestone for Zombie Waves. By deploying Exprexion Markets, Flexion’s alternative distribution and revenue service, the game moved beyond its peak and

unlocked a highly-monetizing audience on alternative platforms. The service provides the single integration point needed to generate entirely new, incremental revenue streams for the game outside Google Play.

KEY ACHIEVEMENTS

+248% uptick in installs while a UA campaign was running supported by strong discoverability on Huawei AppGallery.	300% estimated average cohort ROAS was delivered — with a 7-day ROAS of 28%.	+500% Monthly Active Users on Huawei AppGallery during the campaign period.
Global revenue growth Monthly earnings from alternative stores such as Samsung Galaxy Store, Huawei App Gallery and ONE store climbed to a record high, providing hundreds of thousands in incremental revenue for the title. This milestone marks a significant surge in value creation starting from December 2025.		
Lifetime incremental value While Flexion’s portfolio of 37 top grossing games averages more than 10% incremental revenue from alternative stores, the strategy for Zombie Waves delivered incremental value that was significantly higher than the portfolio benchmark.		

IMPROVED MARGINS ON ALTERNATIVE PLATFORMS SUPPORTS USER ACQUISITION / 01

On Google Play worldwide, Zombie Waves scaled rapidly through early 2024, peaking in July. Instead of letting Zombie Waves lose momentum, Fun Formula partnered with Flexion and deployed its Exprexion Markets service to manage distribution and growth across alternative global platforms—including Samsung Galaxy Store and Huawei AppGallery and ONE store—reaching untapped players at a higher margin compared with traditional app stores.

“When a game moves past its initial peak, the industry standard is to focus on the next IP. Flexion showed us a different roadmap. By leveraging their Exprexion Markets service, we’ve unlocked a new, highly monetizing audience we didn’t know we were missing. Flexion took the technical heavy lifting off our shoulders, allowing us to focus on the game while they generated entirely new, incremental revenue streams.”

– Keith Huan, CEO of Fun Formula

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CHANNEL COMPETITION / 02

South Korea was the primary driver for Zombie Waves' growth in alternative stores. Flexion's regional experts actively guided Fun Formula to participate in targeted ONE store discount promotions.

This strategic growth caught the attention of Samsung, sparking a healthy channel rivalry. Flexion maximized this momentum, working with Samsung to launch a high-performing 'PopUp Promotion'—a targeted reward campaign designed to drive player engagement for Zombie Waves.

Since its September 2024 debut, Flexion has consistently expanded the South Korean presence for Zombie Waves. Samsung traffic more than doubled from its initial launch levels by April 2026, with strong contributions from both Samsung Korea and ONE Store. During this timeframe, Flexion's overall revenue contributions notably outperformed the title's local Google Play results. Monthly growth has shown significant acceleration, particularly between December 2025 and April 2026.

Campaign Outcome THE NINE-DAY SAMSUNG POP-UP PROMOTION

56%

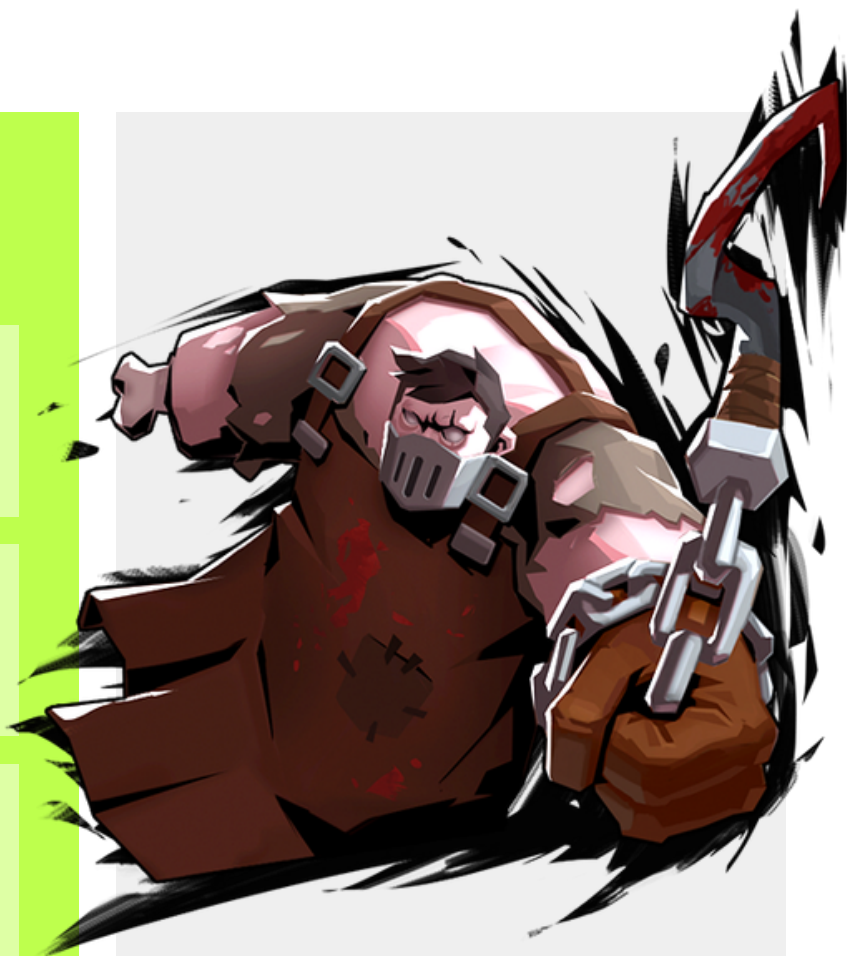
revenue boost

142%

rise in DAUs

343%

surge in new users



AMPLIFYING DISCOVERABILITY / 03

Next, Flexion helped guide Zombie Waves' expansion via Huawei AppGallery, collaborating closely with Fun Formula's team to maximize User Acquisition (UA) insights built into the Exprexion service.

This campaign highlighted the discovery advantage alternative app stores can have over crowded major stores:

- By aligning the developer's targeted UA spend with Flexion's deep platform relationships, the campaign unlocked high-level, curated store featuring on Huawei AppGallery.
- This discoverability edge drove a **248% uptick in organic installs** during the campaign period.
- The campaign delivered an estimated average **cohort ROAS of 300%**, a **7-day ROAS of 28%**, and boosted Monthly Active Users (MAU) by 500%.



FUTURE-PROOFING VIA CLOUD INNOVATION / 04

With 20 years of expertise and 37 top-grossing titles managed for industry giants—including four that reached the Top 10 on Google Play—Flexion knows how to secure a developer's legacy. Flexion utilized store-funded budgets to enable Fun Formula to pioneer Samsung Instant Plays—positioning them for a first-mover advantage as frictionless, Click-to-Play cloud game distribution matures.



“This success story perfectly illustrates why we launched Exprexion. Alternative distribution is no longer an experiment; it’s a strategic necessity to maximize a game’s true lifetime value. By pairing Fun Formula’s brilliant execution with our strategic roadmap, funded pilots, and market expertise, we’ve proven that a game’s mid-lifecycle can actually be its most profitable. We are proud to be their partners in breaking free of market limitations.”



– Jens Lauritzson, CEO of Flexion



ABOUT EXPREXION

One suite of services. Three ways to grow.

Exprexion is the premium suite of services by Flexion. Designed as a unified growth engine, Exprexion provides a single, streamlined point of entry to an all-in-one platform that maximizes player lifetime value (LTV) through three core services:



exprexion MARKETS

Fully managed distribution across global alternative app stores (including Amazon, Samsung, and Huawei) to reach untapped players and add an average of 10% in incremental revenue.



exprexion CREATORS

Intelligent, influencer-led user acquisition delivering high-signal organic growth and engagement in a post-ATT world.



exprexion D/RECT

Seamless Direct-to-Consumer (D2C) distribution and web-shop payments powered by trusted suppliers like Xsolla, allowing publishers to own player relationships and optimizing the cost structure through channel diversification to better serve players globally.