



Trivia Crack Storms Right to the Top of both the US Google Play Store and US iTunes Store

After having reached the no.1 spot among free apps in the [U.S. iTunes Store](#) two weeks ago, now is the time for Google Play. **Trivia Crack** - the award-winning game that is taking the world by storm - has beaten out apps such as Candy Crush Soda Saga, Messenger and Facebook and reached the top of the [US Google Play Store](#).

Trivia Crack is the international smash hit game where you play your friends in battles of pride, valor, and trivia! Each of the six categories (Science, Entertainment, Art, Geography, Sports and History) has a corresponding character, and the game is won by being the first to obtain all six. But **Trivia Crack** is truly one-of-a-kind: It has an unprecedented visual appeal for a trivia game and a maximum of social features that makes it very addictive.

But how did **Trivia Crack** manage to achieve this level of worldwide success with more than 85 million users? Etermax's CEO, Max Cavazzani, explains: "*I noticed most trivia games lacked elements that would make them attractive and addictive at the same time. So we decided to give the classic game of questions a twist. We had to stop thinking like developers and start thinking like a kid or your mom. Our focus is 100% product: we make the games we like*".

As an independent studio, selling the game so successfully on a tight budget is more than just impressive. Marketing and Sales Manager Paul Del Pin comments: "*User acquisition is very expensive so my main challenge was to grow with an organic strategy. Trivia Crack was the #1 overall app in 22 countries before we hit big the US. So after the initial push, **Trivia Crack** went viral because it was loved by the users. The game is just so good.*"

For Creative Director, Ezequiel Motillo, "*the challenge was to create a brand rather than just a game. The visual identity of **Trivia Crack** has been key for our other businesses. We have created a toy line, an apparel line, and TV shows on broadcast television based on the game*".

Trivia Crack is now featured in the iTunes '[Best of 2014](#)' ranking on the App Store, and Google also took a shine to it, placing it at a whopping third in its '[Top 100 Best Games of 2014](#)' chart. Finally, Amazon chose the App in their "Best Of 2014" list as well. Since its release users have grown exponentially, reaching top charts within months, and the game does not seem to be slowing down any time soon.



Download Trivia Crack on your smartphone:

GooglePlay: <https://play.google.com/store/apps/details?id=com.etermax.preguntados.lite>

AppStore: <https://itunes.apple.com/app/trivia-crack/id651510680>

Windows Phone: <http://www.windowsphone.com/en-us/store/app/trivia-crack/161a7b1f-df94-4331-ab0a-a964a345fb83>

Amazon: <http://www.amazon.com/Etermax-Trivia-Crack/dp/B00K6NLOLU>

Websites of interest:

Facebook: <http://www.facebook.com/triviacrack>

Twitter: <http://twitter.com/triviacrack>

Storify: <http://storify.com/etermax>

Press:

press@etermax.com

Regards,

Etermax Team