

GAMING TESTIMONIALS



John Parides | **GLU**
HEAD OF USER ACQUISITION

"Consumer Acquisition ramped up within the first several days and capped out our daily budget while delivering CPIs 20% below targets and beating ROAS goals. **They continue to test creative (images and videos), messaging, and targeting and have further reduced CPIs by 60% and increased ROAS 25%.** This team knows Facebook and how to fight off creative and audience fatigue."



Rich Chew | **PLAYSTUDIOS, inc**
SR. DIRECTOR, GROWTH

We have worked with ConsumerAcquisition.com since April 2015. They bring a rigorous, a/b testing approach to maximizing volume and ROAS. **They systematically work through hundreds of quantitative tests to deliver high-paying, quality users. They have been a consistently high performer with our Facebook media buys.**



Alex Tikhman | **MONCLARITY**
EXECUTIVE VICE PRESIDENT

"We're very proud of our innovative Brainwell App to help people of all ages. However, Facebook ad spend with other partners proved unsuccessful. **Consumer Acquisition's unique Managed Services solution, Creative Marketplace and highly efficient AdRules Platform has yielded our most rapid high-quality new user growth.** This team knows how to scale Facebook and generate creative at scale!"



Ryotaro Chikaki | **GLU**
USER ACQUISITION MANAGER

"The Consumer Acquisition team was able to produce several batches of assets, allowing them to meet aggressive daily volume targets. The further into testing these assets, we saw a decline in CPI and increase in installs"



Aayush Sakya | **GSN**
GM MOBILE & VP PRODUCTS

"We engaged with ConsumerAcquisition to drive mobile app install ads on Instagram while delivering ROAS targets. Through vigorous creative testing and an effective approach to intraday optimization, **ConsumerAcquisition was able to quickly hit our ROAS targets and earned additional budget as a result.** I'm very happy with the services provided by ConsumerAcquisition and would strongly recommend them to other mobile app advertisers."



Jeff Klein | **MyNBA2K17**
DIGITAL MEDIA SUPERVISOR, MODCO MEDIA

"Consumer Acquisition has delivered outstanding results for WWE SuperCard and we re-engaged for MyNBA2K17. Their results have been beyond our expectations of what was possible! **Their team has exceptional knowledge on how to develop new audiences and creatives to eliminate fatigue and ultimately deliver results.** We are looking forward to furthering our relationship through additional media buys for our future titles."



Jack Hannan | **Product Madness**
USER ACQUISITION ANALYST

"We worked with Consumer Acquisition to scale our Instagram advertising spend. They bring a meticulous approach to a/b testing to maximize volume and ROAS. **They were able to increase ROAS by +146% after the first month while increasing volume by +49%.** We see a lot of opportunity with all the learnings that they provided and we are excited to see what they can do on Facebook."



Issei Shimizu | **MobilityWare**
USER ACQUISITION MANAGER

"Consumer Acquisition scaled our mobile app install volume while beating our aggressive CPI targets. They tested hundreds of images, audiences, and ad copy to quickly deliver results. The team took a quantitative approach to optimizing results from various countries. They quickly re-formatted winning creative for Instagram and introduced us to a new audience. **This company knows mobile app install marketing!**"