



# Case Study Deer Hunter

## OBJECTIVE

Deer Hunter 2017 is Glu's hottest hunting game. With new game enhancements and underwater levels, Glu was seeking to get mass worldwide distribution of their game while generating a positive return on their ad spend.

## GOAL

Have Consumer Acquisition actively manage Facebook and Instagram channels to reduce cost per mobile app install and to maximize ROAS and yields.

## OUR SOLUTION

### RESULTS

**236%**

increase in total  
FB volume

**19%**

reduction  
in CPI

#### AD FORMAT

Mobile app install ads on Facebook and Instagram.

#### CREATIVE STUDIO

Many A/B tests were performed to see which creative elements and segments of audiences would provide the highest returns. Over 20+ videos, 96+ images, and 125+ copy variations have been tested – so far.

#### SCALE PERFORMANCE

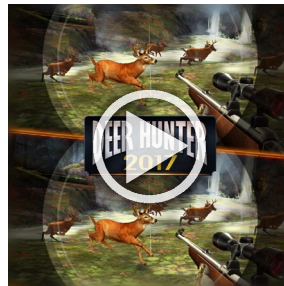
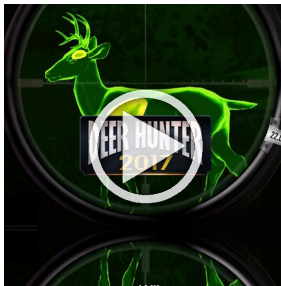
Increased total Facebook volume by 236% while keeping yields positive.

#### BIDDING & BUDGETING

AdRules campaign management allowed us to quickly scale up spend to desired levels while helping to keep CPI and ROAS in check.

#### FIGHTING CREATIVE & AUDIENCE FATIGUE

Combinations of the best ads based on set criteria were continuously rolled out on a schedule.



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**Ryotaro Chikaki** | User Acquisition Manager | **GLU**

“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”