



Case Study GSN



OBJECTIVE

Game Show Network (GSN) develops mobile apps for a variety of game show titles, including the GSN Casino title with a variety of casino slots games. GSN wanted to utilize the Instagram placement to grow their user base for GSN Casino while achieving aggressive internal ROAS targets.

GOAL

Hit aggressive ROAS targets on Instagram while scaling spend significantly.

OUR SOLUTION

RESULTS

Reached
GSN ROAS
target on
day 8

Started with **\$500**
per day budget
increased to \$5,000
per day after 7 days
then increased to **\$8K**
per day **after 14 days**

\$197K
total spend
in 50 days

AD FORMAT

Mobile app install ads on Instagram.

OPTIMIZATION

Created +100 images within the first 50 days and reduced CPI by 27%, from \$4.50 to \$3.28

SCALE PERFORMANCE

\$200K spend on Instagram within 50 days

BIDDING & BUDGETING

With millions in historical Facebook spend, we tuned AdRules, our proprietary Facebook advertising platform, to deliver high ROAS and low CPI by adjusting bidding, budgeting and pause rules.

WORKFLOW AUTOMATION

Built new features in AdRules to simplify campaign management by reviving ads, finding new creative combinations and allowing campaign managers to optimize on smart phones.



Aayush Sakya | Director of User Acquisition | **GSN**

"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."