



# Case Study Wooga's June's Journey



**Objective** June's Journey is Wooga's flagship hidden object game. Wooga was seeking to profitably grow volume and engaged Consumer Acquisition to help scale.

**Goal** Profitably scale ROI and volume for June's Journey.

**Format** Mobile app install ads on Facebook and Instagram.

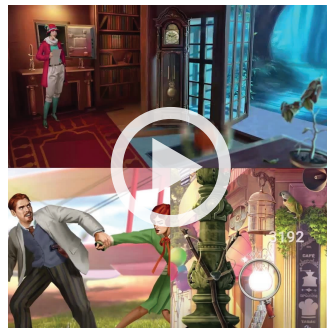
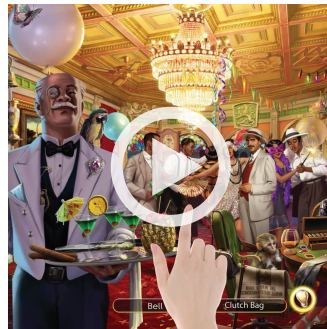
**Creative Studio** Created +150 concepts and variations, +140 custom and lookalike audiences designed to drive high ROI installs.

## RESULTS

**180%**  
Increase in ROI

**+140**  
Audiences Tested

**+150**  
Creative Concepts  
& Variations



**Jessica Hasenplaugh** | Head of User Acquisition | **Wooga**

Consumer Acquisition has been a gamechanger for June's Journey. Their knowledge of Facebook creative and media buying drove scale and profitably to new levels for us. Their structured creative testing process has been instrumental in discovering new ideas to sustain volume. We've expanded our relationship with them to 3 other titles in our portfolio. I can definitely recommend Consumer Acquisition.