



Case Study MyNBA2K17



OBJECTIVE

2K is the publisher of popular gaming titles, such as NBA 2K17 and MAFIA III. 2K wanted to promote the launch of MyNBA2K17, the companion app to their NBA 2K17 console game.

GOAL

Driving efficient and quality installs for MyNBA2K17 with a goal of maximizing revenue generation and ensuring positive ROAS.

OUR SOLUTION

RESULTS

Scaled spend by
3.7X
while maintaining
CPA's by the
6th day
of testing

AD FORMAT	Mobile App Install Ads on Facebook
OPTIMIZATION	By the 6th day of testing, Consumer Acquisition was able to identify and scale the best creative combination and increase spend by 3.7X. This was possible through the proprietary AdRules a/b testing automation.
SCALE PERFORMANCE	+140 creative combinations tested with top performers scaled to 75+ audiences
BIDDING & BUDGETING	Automated bidding and budgeting with AdRules to scale spend on the most efficient creative/audience combinations
WORKFLOW AUTOMATION	Automated campaign management workflow with AdRules, by automating a/b testing for images/videos and ad copy, audience analysis and ad launch recommendations.



Jeff Klein | 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/creatives to eliminate fatigue and ultimately deliver results. We are looking forward to furthering our relationship through additional media buys for our future titles."