



Case Study Nodding Frog



Objective **Iron Maiden:** Legacy of the Beast is an epic turn-based fantasy RPG, which features the incredible sound of Iron Maiden.

Goal Increase ROAS from Facebook advertising through rigorous creative testing and optimization goals.

Format Mobile app install ads on Facebook and Instagram.

Creative Studio Produced and tested 17 videos in the first month.

RESULTS

7.2%

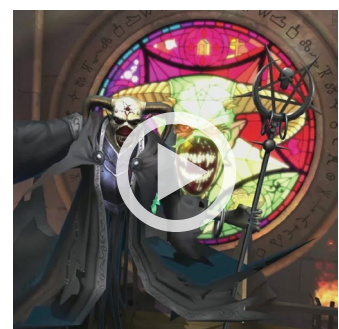
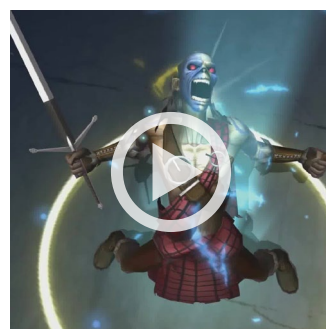
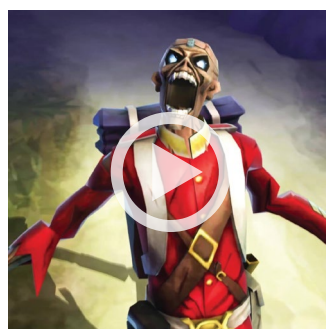
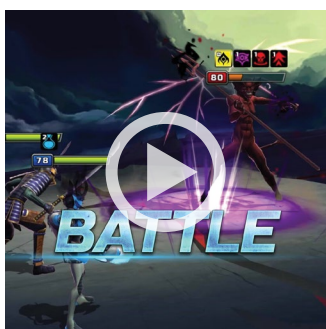
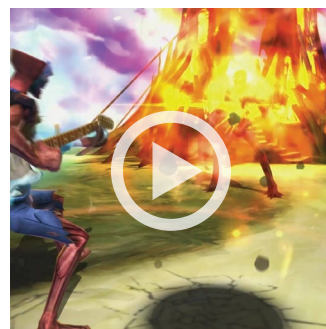
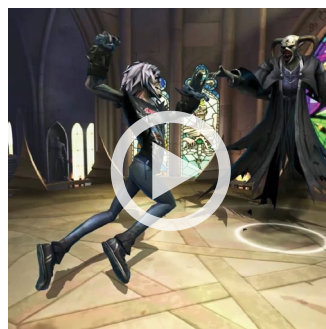
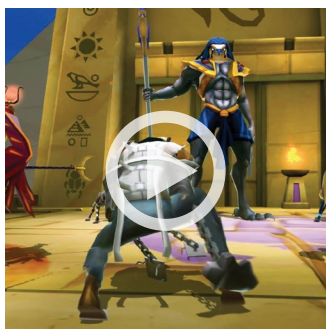
Average increase in
7D ROAS week to week.

59%

Higher 7D ROAS in Value
Optimization than App Event
Optimization (AEO).

34.1%

Increase in 7D ROAS with
creative winners when
compared to controls.



Shannon Williams | Head of Product Management & Publishing | **Nodding Frog**

Iron Maiden is pure metal with a passionate, loyal and exacting fanbase. Tapping into that fanbase and scaling the market takes a Facebook advertising partner who's up to the challenge. ConsumerAcquisition's Facebook and Instagram campaigns have had an immediate impact on our business. They treated our brand with respect and took a structured, creative-first approach to maximizing our ad's performance. CA rocks and I highly recommend them 🙌!