



# Case Study Cooking Fever



**OBJECTIVE** Nordcurrent is a leading developer and publisher of casual games for smartphones, tablets, PC, Macs and consoles. They engaged Consumer Acquisition to scale volume while lowering key conversion costs for their international blockbuster cooking game, Cooking Fever.

**GOAL** Efficiently acquire new users on Facebook and Instagram by scaling spend, improving conversion rate, reducing cost per installs and meeting ROAS goals.

**FORMAT** Video and image ads on Facebook and Instagram

## RESULTS

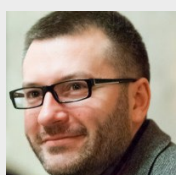
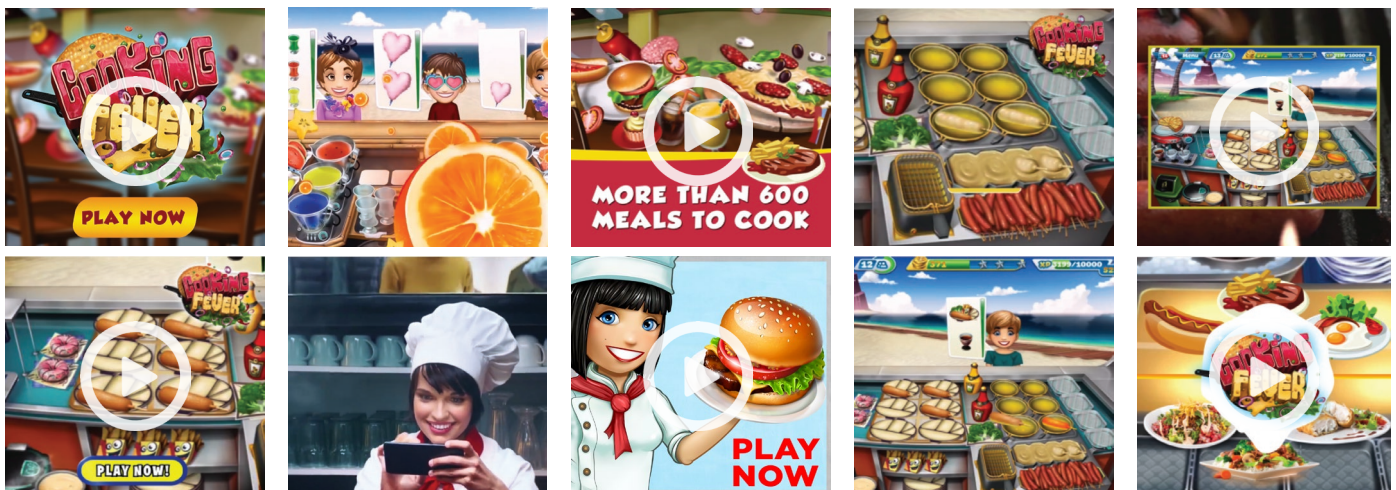
**+52%**  
ROAS vs Goal

**-68%**  
CPI

**+6.6X**  
Installs

**CREATIVE STUDIO** We created and tested +50 video/image/thumbail variations and +25 body/headline variations. Age, gender, and platform testing also conducted. Optimized audiences with over 450 interest groups and built +25 new custom & lookalike audiences.

**SCALE AND PERFORMANCE** Increased FB volume by over 6x while lowering CPI 68%



**Arturas Surgutanovas** | Global Sales & Marketing Manager | **Nordcurrent**

“We tested with Consumer Acquisition late last year and we loved the results. We re-engaged with them to scale to other countries. Their campaign optimization strategies and rigorous creative testing has been outstanding. We could not believe the amount of ROAS we were seeing!”