



Case Study Playstudios

OBJECTIVE

Playstudios is a developer of engaging casual games for the world's largest social and mobile platforms. Playstudios wanted to scale mobile app install volume for their MyVegas Slots and Konami Slots games while hitting return on ad spend (ROAS) goals.

GOAL

Maximize ROAS while scaling volume for casual casino slots games using both Facebook and Instagram acquisition channels.

OUR SOLUTION

RESULTS

+12.2%
increase
in ROAS

AD FORMAT

Mobile app install ads on Facebook, Instagram and Facebook's Audience Network.

OPTIMIZATION

235% increase in CTR through creative optimization and rigorous testing of +760 images, carousels and videos with +325 ad copy variations.

-46%
reduction
in CPI

SCALE PERFORMANCE

Created and optimized over +200 custom interest groups and +430 lookalike audiences.

BIDDING & BUDGETING

Automated bidding and budgeting with AdRules, our proprietary Facebook advertising platform, to deliver high ROAS and low CPI. Automation settings were optimized to maximize ROAS for each unique traffic segment.

+268%
increase
in installs

WORKFLOW AUTOMATION

Automated campaign management workflow with AdRules, by automating a/b testing for images and ad copy, creative analysis, audience analysis and ad launch recommendations.



Rich Chew | Sr. Director, Growth [PLAYSTUDIOS, Inc.](#)

"We have worked with ConsumerAcquisition.com since April 2015. They bring a rigorous, a/b testing approach to maximizing volume and ROAS. They systematically work through hundreds of quantitative tests to deliver high-paying, quality users. They have been a consistently high performer with our Facebook media buys."