Case Study
Product Madness

OBJECTIVE

Product Madness is a leader in the social casino and mobile gaming industry. They are the developer of Heart of Vegas, a wildly popular slots game named as one of Facebook's 'Top 10 New Games'. Product Madness wanted to acquire Instagram users for Heart of Vegas while hitting return on ad spend (ROAS) goals.

GOAL

Product Madness is an expert in Facebook user acquisition, and their goal was to scale profitably on Instagram. Previous attempts with Instagram advertising were not successful, with monetization being historically lower than Facebook.

OUR SOLUTION

RESULTS

+146%
increase
in ROAS

+49%
increase
in installs

AD FORMAT	Image, video and carousel mobile app install ads on Instagram.
OPTIMIZATION	+200 images and videos, +50 Ad Copy and 153 unique a/b tests launched on Instagram over a 60 day period.
SCALE PERFORMANCE	We were able to reach profitability within 30 days. After aggressive creative testing and audience testing, we produced a +146% increase in ROAS in month 2 vs. month 1. New users increased by +49% in month 3 vs. month 1.
BIDDING & BUDGETING	Leveraged AdRules™ automated campaign management to gain additional efficiency, allowing us to maintain low CPI as the volume of installs increased by +49%.
WORKFLOW AUTOMATION	Using AdRules™, we automated campaign management workflow for creative a/b testing, creative analysis, audience analysis and ad launches.

Jack Hannan | User Acquisition Analyst | Product Madness, an Aristocrat Company

"We worked with Consumer Acquisition to scale our Instagram advertising spend. They bring a meticulous approach to a/b testing to maximize volume and ROAS. They were able to increase ROAS by +146% after the first month while increasing volume by +49%. We see a lot of opportunity with all the learnings that they provided and we are excited to see what they can do on Facebook."