



Case Study SpinToWin



OBJECTIVE

Online Convergence creates free-to-play games that encourage customers to win at everything they do. They wanted to scale mobile app install volume for their SpinToWin social casino slots games while hitting average revenue per user (ARPU) goals.

GOAL

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

OUR SOLUTION

RESULTS

+580%

increase in ARPU

-31%

reduction in CPI

4864%

increase in volume

AD FORMAT

Mobile app install ads on Facebook and Instagram.

OPTIMIZATION

50% increase in CTR through creative optimization and rigorous testing of +200 images and videos with +40 ad copy variations.

SCALE PERFORMANCE

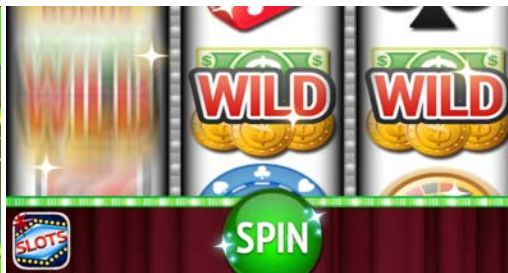
Created and optimized over +200 custom interest groups and +70 lookalike audiences.

BIDDING & BUDGETING

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

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.



Vice President of Marketing | Co-Founder and VP Sales and Marketing [SpinToWin](#)

"Consumer Acquisition understands how to be successful with Facebook and Instagram mobile app installs. This is our second engagement with their company because they deliver great results: reduction in CPI and increases in both ARPU and install volume. They have a very meticulous approach to testing and optimization and are constantly delivering insights and recommendations based on analysis of recent performance. They are the most efficient Facebook UA team in the social casino space and we highly recommend them!"