Objective

WinView Games is an in-game sports prediction app where viewers enter contests to predict the outcome of the plays in real time to win cash prizes. WinView's objective was to scale up spend and acquire new users more efficiently with greater reduction in CPI and Cost Per First Bet Install metrics.

Goal

Leverage Consumer Acquisition's analytical expertise & vast creative resources to test new creative elements, audience targets and help drive cost effective installs in anticipation of their new real-money app.

OUR SOLUTION

AD Format

Mobile app install ads on Facebook and Instagram.

Creative Studio

Developed, tested and analyzed over +90 images, over +100 videos, and +60 copy variations to achieve scale towards our install and cost goals. A/B tests were conducted to pair the copy, creative and audiences to maximize yields.

Scale & Performance

Top creative components were scaled to +60 custom-created sports interest groups and lookalike audiences. A/B testing allowed us to exceed metrics, reducing CPI by -22% and Cost Per First Bet Install by -28% over the course of the first 60 days.

Bidding & Budgeting

Worked within the AdRules™ automation dashboard to improve efficiency, allowing us to adjust bids, scale with successful audiences and effectively reach and exceed our CPI & Cost Per First Bet Install goals fast.

RESULTS

-28%	-22%
Cost Per First Bet Install	CPI
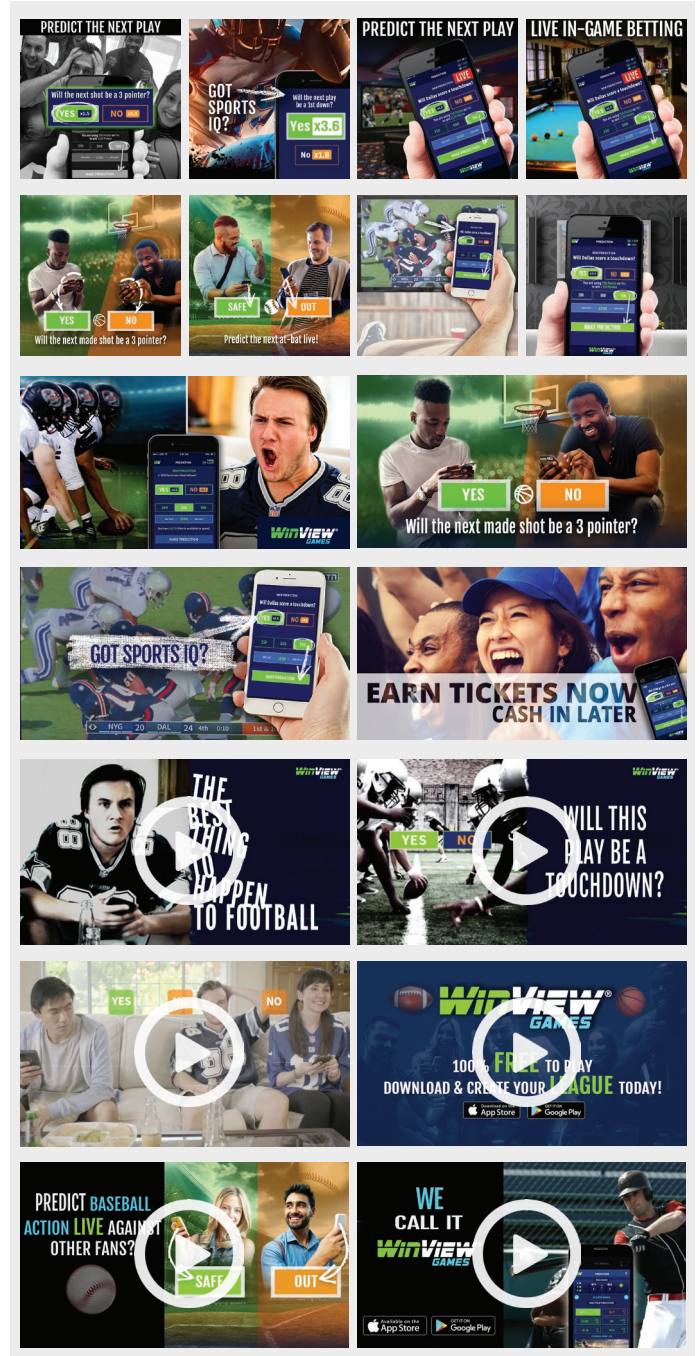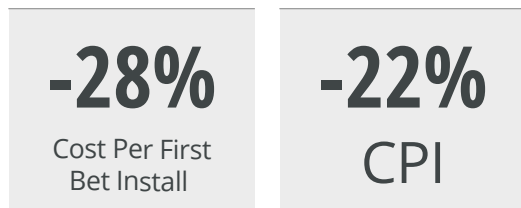
Anthony Giombetti | VP Consumer Marketing | **WinView**

"Consumer Acquisition walks the talk and scaled within the first weeks of working together and were on target with our goals. They quickly exceeded our targets allowing us to engage with core audiences in-line with our cash game coming soon. The amount of creative these guys can test at scale is impressive and sets them apart from other companies in the industry."