



Case Study

ZiMAD: My Museum Story



- OBJECTIVE** My Museum Story is a mystery themed match-3 mobile game created by, developed by, and published by ZiMAD. ZiMAD’s objective was to cost-effectively and lucratively leverage Facebook’s inventory to acquire high quality users in My Museum Story across iOS and Android platforms.
- GOAL** Leverage Consumer Acquisition’s vast creative resources and Facebook knowledge to test new creative, audience targets, and optimization goals with the objective of increasing profitability and scale in the My Museum Story app.
- FORMAT** Mobile app install ads on Facebook and Instagram.

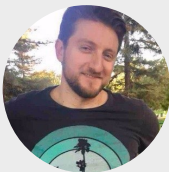
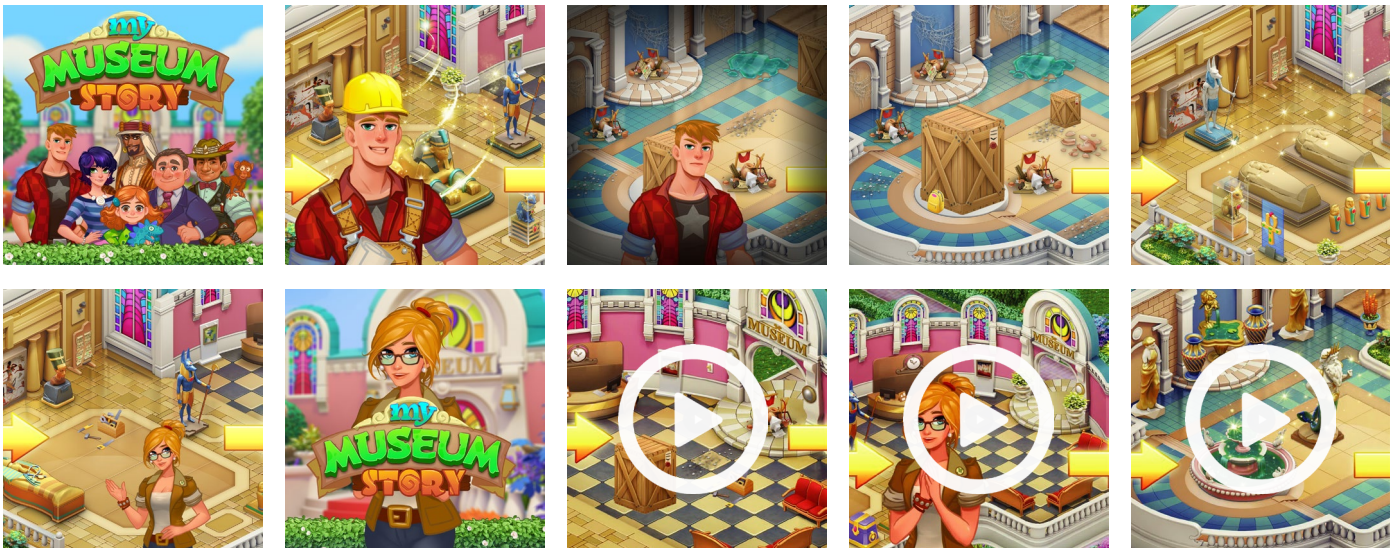
RESULTS



CREATIVE STUDIO

Developed, tested, and analyzed 20+ videos, 10+ carousels, and 30+ copy variations to achieve and sustain scale towards install and cost goals. A/B tests were conducted to pair the copy, creative and audiences to maximize return on ad spend across the United States, Canada, Australia, New Zealand, and the United Kingdom.

SCALE AND PERFORMANCE	BIDDING AND BUDGETING	WORKFLOW AUTOMATION
+100% ROAS with +300% daily spend within the first 30 days. Top creative and copy were scaled across 50+ audiences and custom-created interest groups.	Worked within AdRules automation dashboard to improve efficiency, allowing us to adjust bids, scale with successful audiences and effectively reach and exceed our ROAS goals quickly.	Using AdRules, we automated campaign management workflow for creative A/B testing, creative analysis, audience analysis and ad launches.



Alexander Rechevskiy | Game Director | **ZiMAD: My Museum Story**

“We approached Consumer Acquisition to help us drive user acquisition for our app My Museum Story. We’ve been impressed by their expertise - beginning with a free audit of Facebook best practices where they provided actionable insights. We trusted their experience in mobile gaming and Facebook advertising and we’re thrilled with the results. They’ve successfully produced videos and carousel ads that outperformed our internal ads. Huge value added! They have changed our approach to Facebook advertising, and we are proud to recommend them to other studios seeking growth. They rock!”