

Desktop Gaming Advertiser

Leveraging Superbowl event marketing creative to drive new user acquisition growth and positive ROAS for a major Desktop Casino Game developer's Facebook Campaigns.

Overview

The developers of one of the largest casino desktop game wanted to leverage the hype around Superbowl week in 2012 and implement event based creative to drive new users to their game. The key was creating buzz around the content within the desktop game that related to the upcoming Superbowl event. By doing so, the developer planned to cross advertise their multiple Casino mini-games within their main desktop application that related to the Superbowl esq-casino games. The advertiser leveraged the AdParlor platform to measure the ROAS of their Facebook Campaigns to help them scale their paid new user acquisition efforts to ensure they were only targeting high value users who became first time buyers within a short time window. (1-day & 3-day cohorts)

Strategy

Segment

Segment their Campaigns using the AdParlor platform to only target their top performing cohorts:

- **Geo:** US/CA
- **Interests:** related casual/casino desktop/mobile games
- **Creative:** Superbowl event ad copy & imagery

Measure

Buyer conversion rates broken into the following cohorts based on the lag time between the user's initial install event and their first purchase event:

- 1-day
- 3-day
- 7-day

Objectives

- Increase DAU by 5%
- Maintain internal ROAS KPIS
- Optimize Campaign budgets to a 1-day buyer conversion rate metric
- Flight Dates: 1 week prior to Superbowl event

Optimize

Budget & bidding strategies towards audience segments with the strongest 1-day purchase conversion rate to ensure immediate ROAS was achieved.

Image CTR's



0.144%



0.126%



0.093%

RESULTS

 17m

Impressions Served


 8,615

Installs Driven


 2x

Return on Ad Spend

compared to the advertiser's
evergreen new user acquisition
Facebook Campaigns