Gaming Advertiser

Gaming advertiser realizes massive success by leveraging the AdParlor platform to execute their Mobile App Promotion Campaigns

Overview

Gaming advertiser leveraged the AdParlor platform to perform large-scale Campaign A/B testing for a new game launch to optimize towards the lowest CPI and highest ARPU (average revenue per user) cohorts. Before working with AdParlor, the gaming advertiser was struggling to efficiently A/B test hundreds of Campaigns concurrently while optimizing their three KPIs: the lowest possible CPI, the highest install volume and the best ARPU per cohort. Due to this massive effort and the time involved, the advertiser held back their spend on Twitter.

The three major strategy changes that AdParlor's platform helped to implement were:

1. A/B tested hundreds of Campaigns simultaneously per week
2. Dynamically shifted budget to the lowest CPI and highest ARPU Campaigns
3. Measured in-app purchases at the Campaign level to uncover customer segments with the highest "buyer-conversion-rate" (Install to Purchase event)

AdParlor Value Add

To make this truly scalable the AdParlor platform enabled the advertiser to implement three major workflow features:

1. Bulk Campaign, Tweet and Card creation - the advertiser was able to run hundreds of targeting and creative permutations simultaneously
2. Dynamically allocated daily Campaign budgets to the lowest CPI Campaigns reducing wasted dollars
3. Measured in-app purchases at the Campaign level to uncover cohorts of users with the highest "buyer-conversion rate". With this data the AdParlor platform was able to assign a higher % of the total daily budget to these high value Campaigns.

Objectives

- Increase the daily install volume compared to previous MAP Campaigns
- Maintain CPI goal targets set based on other digital marketing channel benchmarks
- Focus on downstream ROAS metrics like buyer-conversion-rate and ARPU

Key Highlights

- Leveraged AdParlor's proprietary "Creation Tool" to launch and A/B test hundreds of Campaigns concurrently.
- Highest performing targeting types based on CPI/ARPU were "Similar Follower Targeting" & "Tailored Audiences"
- Zeroed in on similar followers Campaigns, driving not only the most efficient CPI's but also the high customer retention and ARPU
- Tailored Audience approach:
  1. Exclusion targeted existing players of the game
  2. Inclusion targeted Lookalikes based on a seed audience of top paying users within the game
- Used Objective Based Bidding CPAC (cost per app click)
- Leveraged Image App Card

RESULTS

⬆ **170k** **New Users**
Driven over 2 months period

⬆ **60%** **Cost-Per-Install Savings**
Lower than previous Campaigns

⬆ **3x** **Increase Daily Install Volume**
Over the course of the Campaign – comparing the first week's results to the last week's results.