

App campaigns Success Story

Product Madness

Creative Excellence

Google

Product Madness uses popular IP creatives in its App campaigns, sees 44% increase in 7D ROAS



Mobile game studio
EMEA - United Kingdom • productmadness.com



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The Challenge

Product Madness is one of the world's largest mobile game studios, with some of its game titles including "Heart of Vegas," "Cashman Casino," "Lightning Link," and "FaFaFa Gold." Product Madness was running numerous user acquisition campaigns and targeting seven-day return on ad spend (7D ROAS), while mostly using generic text ads and gameplay videos. However, the game studio wanted to reduce acquisition costs and further engage its players through its target ROAS App campaigns.

The Approach

Product Madness first determined which of its available intellectual properties (IPs), including "Dune" and "The Walking Dead," had the highest probability of bringing in potential players. Then, it gave the best-suited game, "Dune," new text and video assets, uploading them in a separate ad group in its existing App campaigns that were using target ROAS. The game studio internally analyzed the ad groups to assess their effectiveness, with a goal to tap into new audiences and strengthen potential users' intent factor for downloading the game.

The Results

After four months of testings on "Heart of Vegas," Product Madness' main app, it saw a 44% increase in 7D ROAS from "Dune's" ad groups, and a 7% decrease in acquisition cost, which exceeded the game studio's expectations. As a result of this success, Product Madness decided to extend this creative strategy to other games and more IPs.

"The approach of using suitable IPs in our App campaigns helped us improve our 7D ROAS and decrease the cost of acquiring new users."

-Yagiz Ozyurek, UA Manager, Product Madness

7%

Decrease in cost of new installs

44%

Increase in 7D ROAS from new users

Primary Marketing Objective

- > Drive Apps & Mobile Growth

Featured Product Areas

- > Apps: Creative Excellence
- > Bidding and Optimization (tROAS, Audiences, Feeds, DDL)