

App campaigns Success Story

# Tophatter

Creative Excellence

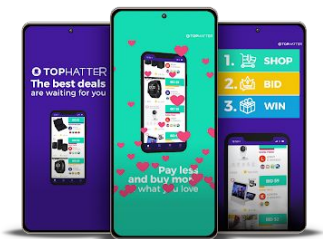
Google



# Tophatter finds high lifetime value customers with fresh video creative



Kaizen Ad  
San Francisco, CA • [kaizen-ad.com](https://www.kaizen-ad.com)



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## The challenge

Tophatter, the world's most entertaining live auction mobile app, wanted to drive more conversions and ROAS on its Google App campaigns by scaling video ad creative production.

## The approach

Tophatter worked with expert designers from the Kaizen Ad agency to produce new video ads in multiple sizes every two weeks. The new assets were specifically tailored in line with the latest creative best practices for Google App campaigns, and focused on building new video concepts for successful ad groups, primarily on Android.

## The results

Using the new video ads from Kaizen Ad, Tophatter turbo-charged its App campaigns, acquiring users with the highest lifetime value. The company was able to scale its App campaign spending to five times its previous level in a short period of time, while continuing to achieve its KPIs for conversions and ROAS.

“Kaizen Ad developed high-performing creatives that allowed us to achieve our Google App campaign goals. We've been delighted with the quality of video ads.”

– Cindy Yim, Senior Digital Marketing Manager at Tophatter

64%

increase of campaign's conversion rate of subscribed users

42%

greater user retention for day-28

Google Ads