

HIGH-ROLLING USER ACQUISITION CAMPAIGNS FOR DOUBLEU GAMES



DoubleU Games is a leading developer of gaming apps for Facebook and mobile worldwide. Their hit app, DoubleU Casino, offers a variety of Vegas-style casino games including slots, poker, blackjack, roulette, and more.

OBJECTIVES

DoubleU Games joined forces with their Facebook® Marketing Partner, Taptica, to create and run global ad campaigns focused on driving installs from purchasing users for DoubleU Casino.

After finding that other channels were not able to provide their desired user quality, DoubleU Games turned to Facebook exclusively in order to increase installs from monetizing users. The developer sought to reach males and females in several key markets worldwide, from North America to Europe and Asia.

“We’ve launched campaigns on other mobile channels, but the user quality that we see on Facebook is consistently much higher. The strength of Facebook’s user base in combination with Taptica’s ability to optimize for purchasing users was really a winning mix for us.”

- Kyle Kim, CMO, DoubleU Games

THE TAPTICA APPROACH

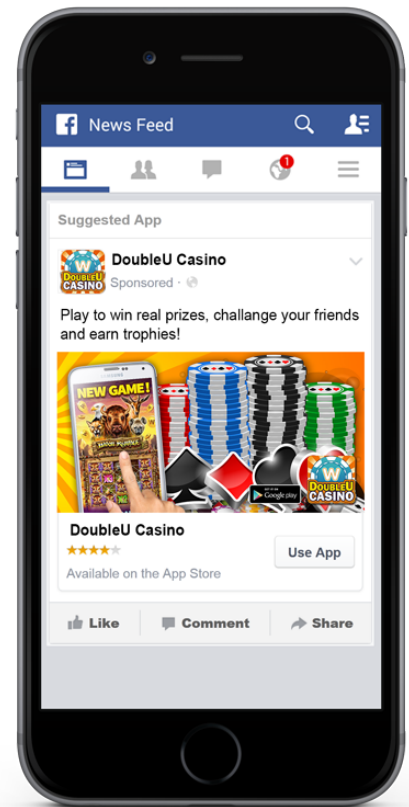
Together, DoubleU and Taptica launched large-scale Facebook mobile app install campaigns, targeting monetizing users at a global scale.

With such an extensive potential audience, highly precise targeting was essential to ensure that ads were served to only the most relevant and promising user cohorts. To guarantee both the greatest reach and the most effective use of ad spend, Taptica utilized granular targeting tactics such as Behavior and Interest targeting, as well as Wi-Fi connectivity and Lookalike Audiences.

Of these strategies, Lookalike Audience targeting generated exceptionally powerful results, with CVRs up to 2.5X higher than non-Lookalikes.

DoubleU Games' fully-managed Facebook campaigns were run utilizing Taptica's powerful social platform, which allowed for maximal campaign control and transparency in real time, along with automated optimization of bid and budget to ensure only the strongest ads were run day and night.

The Taptica platform also allowed for campaign optimization based on post-acquisition event tracking of purchases and average revenue per user. These insights identified users with ARPUs up to 3.3X higher, and allowed for campaigns to be optimized towards these users with higher demonstrated purchasing power in order to maximize conversion quality.



RESULTS

Taptica campaigns for DoubleU Games generated a substantial spike in installs as well as major impact in user quality for DoubleU Casino.

ARPUs
up to **3.3x**
higher

Wi-Fi targeting
boosts CTRs up to **20%**

Lookalike Audience
targeting increases
CVRs up to **2.5X**

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