

# 80% ROAS boost *for* *Rockbite Games*



*I'm grateful to have had the opportunity to work with AdQuantum side by side. We've tested a lot of agencies and AdQuantum delivers the best results by far.*



**John Doe**  
CMO, Rockbite Games



**Deep Town**  
Rockbite Games

**4M+**  
active players

**#3**  
best seller on Google Play

**Global**  
playerbase

An action-packed video ad campaign won over new game players and boosted the game's developer return on ad spend by 80%, thanks to Facebook's campaign budget optimization feature.

## Our goals

- Target specific geographic locations and *increase the volume* of quality traffic
- Maximize the number of paying users and *revenue earning potential*

## Strategy

The key to the success is the tactic that we called "geo-arbitrage" – frequent rotation of countries in the acquisition mix to optimize for audiences with the highest conversion, while letting depleting audiences rest.

- Run both UAC types – installs and in app actions
- Bidding and budget optimization based on different signals: campaign learning status, metrics achievement, auction trends, etc.

### Sources



## Results

# 800,000

Users acquired in three months

# 3000 -60%

Creatives generated

Cost per Unique Purchase



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