

\$2,000,000 revenue generated for Shadow Fight 3

Data-driven approach by RoasUp and thumb-stopping creatives allowed us to win over new game players and achieve high ROI



Shadow Fight 3

Nekki

Arcade Fighting 3D

iOS Android

Nekki has been developing action and strategy games since 2002 with Shadow Fight 3 being its most ambitious game ever, featuring 3D graphics, multiple personalization options and a thrilling plot.



THE GOAL

Driving up *return on ad spend*

Most of Shadow Fight 3 revenue was coming from organic installs so Nekki wanted to start acquiring paid users to significantly increase the game's audience and profits

THE SOLUTION

01 Action-packed Ad Creatives

Nekki had successfully worked with Facebook Marketing Partner and gaming app user acquisition specialists RoasUp for over two years on its digital advertising.

They collaborated to showcase Shadow Fight 3's exciting gameplay across all Facebook ad placements and invite people to download the app and start playing.



1800+

Ad creatives produced and tested, including:

- Gameplay showcase
- Character animation
- 3D graphics

02 Using RoasUp optimization tool

To find the most valuable players around the world, the team targeted ads to a broad worldwide audience and used RoasUp Dashboard - proprietary optimization tool, that allows our team to evaluate ad creatives performance, track metric dynamics and efficiently optimize campaigns, achieving the highest ROAS.

Nekki's in-house team was also using RoasUp Dashboard to improve their own buying performance, which led to even more impressive results.

THE RESULTS

1800+

creatives produced

2,5 yrs.

of profitable marketing campaigns on Facebook

+\$2M

revenue

RoasUp and Nekki established profitable long-term partnership to promote Shadow Fight 3 and earn it a new generation of players.

They really know their job and it's always NOT easy to compete with their results! Great experienced team, very useful internal platform and dashboard... And as the main goal - always achieved KPI ROAS. Well done! Will continue and scale our partnership.



Alexander Lubchenko

CMO, Nekki



Book a meeting *with us!*

<https://calendly.com/roasup/>



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