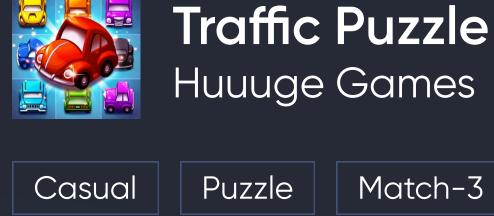
# Extensive growth in profitable UA spend on Facebook over 6 months



Match-3

Android iOS

Traffic Puzzle is a match-3 game, published by Huuuge Games, international games developer and publisher.

The game has been released from soft-launch and it has seen considerable success, but the company wanted to find a way to scale and monetize more effectively through in-app purchases.

### THE GOAL

## Scale & Conquer



Huuuge Games wanted to scale its paying user base while retaining strong ROAS. Our goal was to find and attract paying gamers on Facebook using our expertise in campaign optimization and creative production.



#### Start the Journey

Running user acquisition campaigns on a scale is never easy, but with data-driven approach on campaign optimization and creatives' analysis automation it can be done.

ROASUP team came up with hundreds of creative ideas and produced multiple ad versions of each idea. We performed continuous testing of all ideas to see what works and what doesn't, and used RoasUp Dashboard (our proprietary optimization tool) to minimize the amount of ad spend on creatives testing.





solving the tricky puzzles was a huge success. Then, RoasUp team made numerous new variations of the best-performing videos. This creative concept resonated with Traffic

The idea with a whiteboard and people

Puzzle target audience so much, that it resulted in a 12x profitable scale of ad spend on Facebook.

THE RESULTS\*

payers

APPLICATIONS

Traffic Puzzle - Match 3 Game -

4UKT

revenue

creative concepts and variations

CPP (Cost per Payer) retained on the same level \*RoasUp data from internal dashboard

Data-driven approach allowed RoasUp to hit

a strong ROAS, passing the company's target while

APPMAGIC

Revenue -

Worldwide -



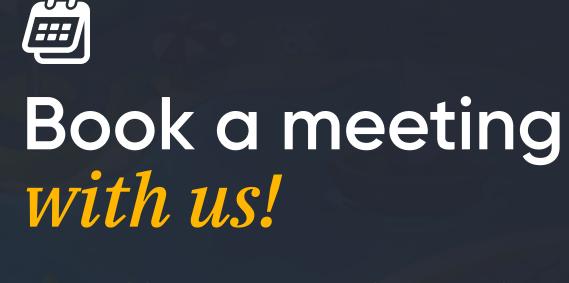
growth in the amount of paying users at the same time reaching our ROAS goal. We are utterly pleased with ROASUP's approach to

creative production and cost-effective testing. They can conduct

efficient user acquisition activity at scale.

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