

Extensive growth in profitable UA spend on Facebook over 6 months



Traffic Puzzle
Huuuge Games

Casual Puzzle Match-3

iOS Android

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.



THE SOLUTION

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.



The idea with a whiteboard and people 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 Puzzle target audience so much, that it resulted in a 12x profitable scale of ad spend on Facebook.

THE RESULTS *

40K+

payers

\$2M+

revenue

2700+

creative concepts and variations

Data-driven approach allowed RoasUp to hit a strong ROAS, passing the company's target while CPP (Cost per Payer) retained on the same level

* RoasUp data from internal dashboard

APPMAGIC



Since we began working with ROASUP, we have seen sustainable 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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