



# Case Study

## Hypercasual Game App

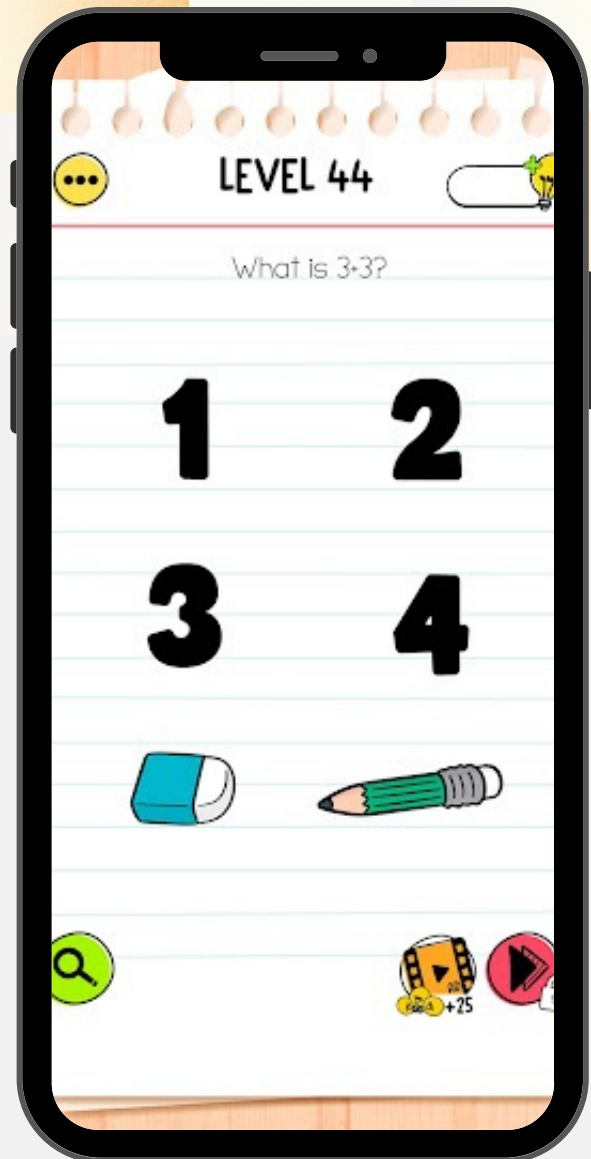
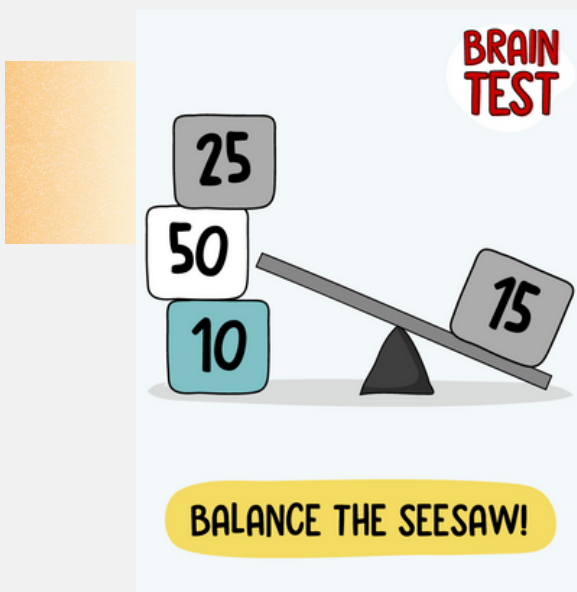
Unico Studio partnered with Z2A Digital to expand its audience on Brain Test and boost revenue through targeted campaigns tailored for Android and iOS users in the USA.

**+50K Non-Organic Installs**  
**+38% Monthly Revenue Growth**  
**+200% ROAS Improvement**



### CLIENT'S VISION

They aimed to acquire high-quality users who would engage with their challenging puzzles and generate strong in-app revenue. The goal was to meet ROAS targets (D3: 45%, D7: 70%, D14: 80%) while scaling installs across the USA.

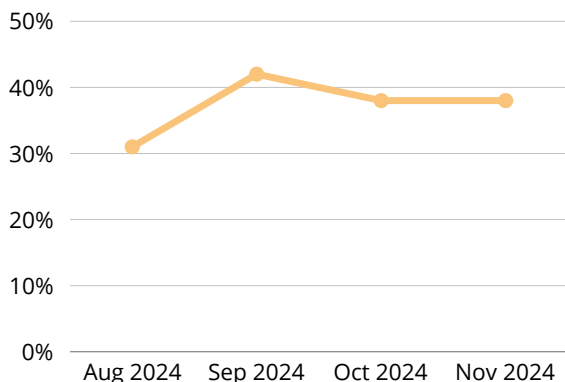


### CHALLENGES

In a highly competitive hyper-casual gaming market, Unico Studio needed to attract engaged users with a high likelihood of retention and in-app spending. Meeting aggressive ROAS targets while ensuring a strong ROI required a precise, data-driven approach, particularly in its largest market, the USA.

## AT A GLANCE

REVENUE GROWTH (%)



## Z2A'S APPROACH

### Optimized User Acquisition via MMP

Used Adjust for streamlined campaign tracking, implementing distinct links for impressions and installs to optimize user acquisition efficiency.

### Targeted Campaigns for USA Growth

Focused on U.S. audiences with creatives inviting the viewers to resolve puzzles, boosting engagement and revenue from Android and iOS users.

### Real-Time ROAS Optimization

Monitored ROAS performance (D3, D7, D14) closely, adjusting bids, targeting, and creative strategies to maximize high-value user acquisition.

### Creative Ad Customization

Developed engaging ads, including interactive videos, gifs, banners and level previews, tailored to puzzle enthusiasts and casual gamers.

### Retention-Driven Strategies

Focused on acquiring users with higher retention potential by targeting specific behavioral segments, improving long-term ROI.

## RESULTS

- +50K Monthly Non-Organic Installs.
- +38% Monthly Revenue Growth in 90 days.
- +200% ROAS Improvement, consistently exceeding D3, D7, and D14 goals.