Case Study

Gaming App

Plarium partnered with Z2A Digital to refine its user acquisition strategy for Raid: Shadow Legends and Mech Arena.

> +100K New Users in Q1 2024
> +200% Increase in ROAS (D7: 40% achieved vs. 11% goal)
> +168% Increase in D30 Retention Rate

CLIENT'S VISION

Aimed to scale user acquisition efficiently while ensuring high-quality traffic and strong retention. With a vast global player base, the objective was to optimize campaign profitability and expand across new advertising channels while improving long-term engagement.
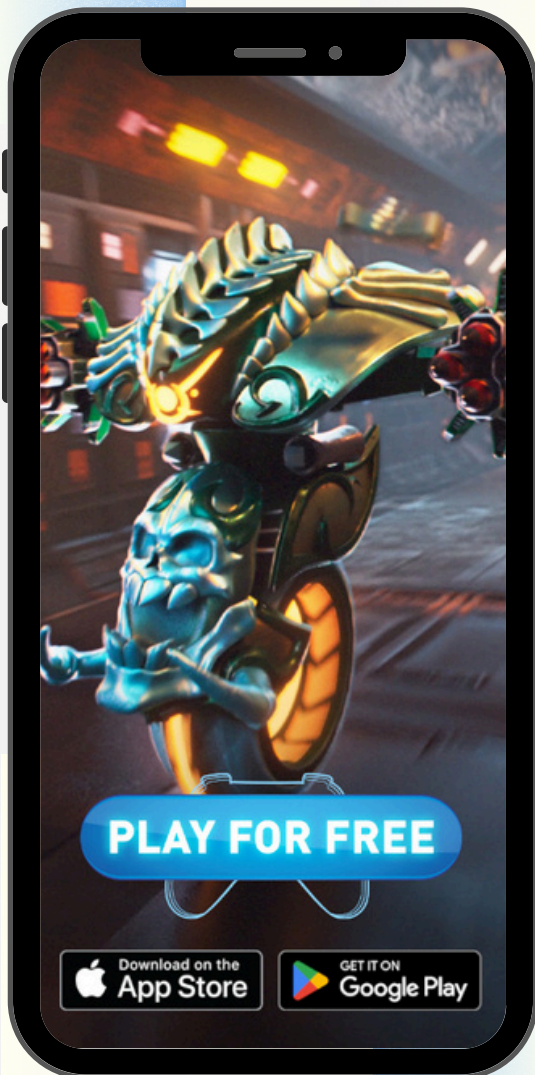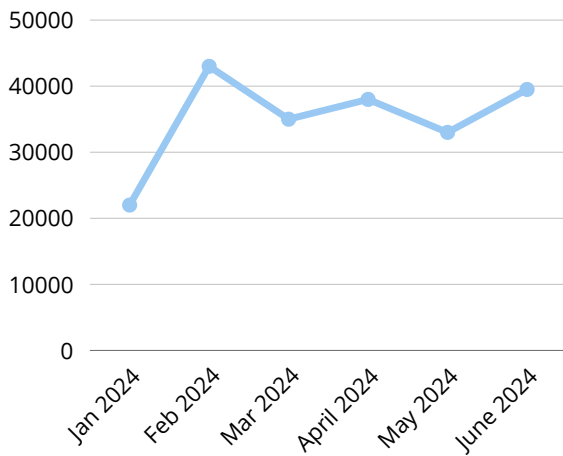

CHALLENGES

Plarium faced challenges in ensuring that ad spend across multiple platforms delivered profitable results. They needed a data-driven approach to optimize user acquisition strategies, improve ROAS, and achieve sustainable retention growth.

AT A GLANCE

NON-ORGANIC INSTALLS*

Z2A'S APPROACH

Channel Expansion & Testing

Conducted testing across Smadex, Kayzen, Unity, and Mintegral to identify high-performing channels. Iterated continuously to refine targeting and maximize return.

Creatives Optimization

A/B tested banners and video ads to determine the most effective ad formats. Adapted creatives to match player engagement behavior across multiple channels.

Retention-Driven Adjustments

Focused on high-quality traffic acquisition, ensuring players remained engaged beyond D7 and D30. Adjusted bids and audience segments based on real-time performance tracking.

RESULTS

JAN 2023 - CURRENT

- +100K New Users in Q1 2024, accelerating user acquisition growth.
- +200% Increase in ROAS, surpassing initial expectations.
- +168% Growth in D30 Retention, reflecting strong user engagement and game stickiness.