

MASOMO CASE STUDY

HEAD BALL 2



Challenge

Head Ball, an online multiplayer soccer game by Miniclip, faced the challenge of reducing its effective Cost Per Install (eCPI) while maintaining stable and efficient User Acquisition (UA) strategies. Identifying and targeting high-value player segments, particularly in the absence of clear insights on conversion values, was crucial for improving marketing efficiency and maximizing return on investment (ROI).



Solution

First step: Audience segmentation and targeting is combined with LTV prediction. By utilizing the pLTV (predicted LTV), conversion values will be assigned to the player within a 24-hour window.

Second step: The company closely monitored the performance of the UA campaigns, and continuous improvement was handled by AppNava. Regular monitoring and iteration enable Appnava to refine the LTV prediction models and UA strategies based on real-time performance data.



Results

Reduced CPI by at least 25%: By shifting Conversion Value - SKAD, they had a minimum 25% reduction in the Cost Per Install (CPI). This allowed them to acquire users more cost-effectively and improve the overall profitability of their user acquisition efforts. They successfully reduced CPI by 30%

REDUCED CPI BY AT LEAST

25%

INCREASE IN THE UA MARKETING BUDGET

50%

